```
STATE OF MINNESOTA
1
                                       DISTRICT COURT
                        SECOND JUDICIAL DISTRICT
2 COUNTY OF RAMSEY
    _ _ _ _ _ _ _ _
3
   The State of Minnesota,
 4
    by Hubert H. Humphrey, III,
 5
    its attorney general,
 6
7
    and
8
   Blue Cross and Blue Shield
    of Minnesota,
9
10
                      Plaintiffs,
                                   File No. C1-94-8565
11
             vs.
12
   Philip Morris Incorporated, R.J.
13
    Reynolds Tobacco Company, Brown
14
   & Williamson Tobacco Corporation,
15
   B.A.T. Industries P.L.C., Lorillard
16 Tobacco Company, The American
17 Tobacco Company, Liggett Group, Inc.,
   The Council for Tobacco Research-U.S.A.,
18
19
    Inc., and The Tobacco Institute, Inc.,
20
                      Defendants.
    2.1
22
                  TRANSCRIPT OF PROCEEDINGS
23
                 VOLUME 43, PAGES 8271 - 8445
24
                       MARCH 19, 1998
25
                  STIREWALT & ASSOCIATES
    P.O. BOX 18188, MINNEAPOLIS, MN 55418 1-800-553-1953
            DIRECT EXAMINATION - ADAM B. JAFFE
                                                 8272
                    PROCEEDINGS.
1
             THE CLERK: All rise. Ramsey County
 2
3 District Court is again in session, the Honorable
 4 Kenneth J. Fitzpatrick now presiding.
              (Jury enters the courtroom.)
 5
              THE CLERK: Please be seated.
 6
             THE COURT: Good morning.
7
             (Collective "Good morning.")
8
9
             THE COURT: Counsel.
10
             MR. GILL: Thank you, Your Honor.
        Good morning, ladies and gentlemen.
11
             (Collective "Good morning.")
12
13
                      ADAM B. JAFFE
14
             called as a witness, being previously
15
              sworn, was examined and testified as
              follows:
16
17
                    DIRECT EXAMINATION (cont'd)
18 BY MR. GILL:
19
   Q. Good morning, Professor Jaffe.
  A. Good morning, Mr. Gill.
Q. Do you recall toward the end of the day
20
21
22 yesterday you were discussing a number of exhibits
that dealt with a verbal agreement, gentlemen's
24 agreement not to conduct in-house animal testing?
25 A. That's correct.
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   Q. And the very last exhibit that we dealt with
1
 2 yesterday concerned the closure of RJR's biological
 3 testing facilities on March 19, 1970. Do you recall
```

- 4 that?
- 5 A. That's correct.
- 6 Q. Now Professor Jaffe, in your review of the
- 7 defendants' internal documents, did you locate in the
- 8 files of any of the other defendants any reference to
- 9 an agreement between defendants not to conduct
- 10 in-house animal testing?
- 11 A. Yes, I did.
- 12 Q. Would you turn, then, to Exhibit 2549.
- Professor Jaffe, this is a document that was
- 14 produced by which defendant?
- 15 A. BATCo.
- 16 Q. In the upper left-hand corner it indicates that
- 17 it is strictly private and confidential?
- 18 A. That's correct.
- 19 Q. It concerns a meeting with Dr. Helmut Wakeham,
- 20 vice-president and director of research, Philip
- 21 Morris Inc., 10th September 1970; is that correct?
- 22 A. Yes.
- 23 Q. And if you go to the final page of this
- 24 document, do you find the initials of the author?
- 25 A. Yes, DGF.

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- 1 Q. And he dated his initials on 16th September,
- 2 1970?
- 3 A. That's correct.
- 4 Q. And DGF, are those initials familiar to you?
- 5 A. Yes. I believe that's Dr. Felton, who was a
- 6 BATCo scientist.
- 7 Q. Now where in this report does Dr. Felton
- 8 reference an industry agreement not to conduct
- 9 in-house biological testing?
- 10 A. On page two, in the paragraph under the heading
- 11 "Philip Morris Affairs."
- 12 Q. Why don't you take us through what Dr. Felton
- 13 had to say about what he and Dr. Wakeham discussed
- 14 with respect to that subject.
- 15 A. Okay. Dr. Felton reports that Dr. Wakeham told
- 16 him, "One result of the greater influence which
- 17 Wakeham has with Mr. J. Cullman has been the
- 18 agreement, albeit reluctant, to permit Philip Morris
- 19 to do 'in-house' biological work. When this was
- 20 first mooted, Wakeham was told that there was a tacit
- 21 agreement between the heads of the US Companies that
- this would not be done."
- 23 Q. Let me stop you right there.
- 24 What is your understanding of the meaning of the
- 25 term "mooted?"

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- 1 A. What it means is when it was first raised or
- 2 suggested by Wakeham.
- Q. Now do any of the documents that you have
- 4 reviewed in this case provide any support for the
- 5 notion that Dr. Wakeham at some point suggested the
- 6 need to conduct in-house biological testing to senior
- 7 management at Philip Morris?
 - 8 A. Yes. There's a document from 1964, a report

- 9 that he produced in response to the Surgeon General's
- 10 report, where he -- he lays out a suggested program
- 11 for Philip Morris in response to that report that
- 12 included biological research.
- 13 Q. Now there's a further reference in that second
- 14 sentence to a tacit agreement. How would a tacit
- 15 agreement relate to a verbal agreement or a
- 16 gentlemen's agreement?
- 17 A. I think they're all basically the same idea.
- 18 It's an agreement that is not written down but that
- 19 is understood among the companies.
- 20 Q. Did you find any support in the documents that
- 21 you reviewed for the notion that Dr. Wakeham was told
- 22 there was a tacit agreement between the heads of the
- 23 U.S. companies, and that this type of research would
- 24 not be done?
- 25 A. Yes. We know that in 1964 he had advocated this STIREWALT & ASSOCIATES
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- kind of program, and that in 1968, when he set about
- 2 to write another memo advocating a similar program,
- 3 we know that in the first draft of that memo he
- 4 acknowledged that this proposal would be inconsistent
- 5 with the gentlemen's agreement, which certainly
- 6 suggests that somewhere between 1964 and 1968 he was
- 7 told or learned about the existence of this
- 8 agreement.
- 9 Q. And going outside the defendants' internal
- 10 documents, did you come across any other information
- 11 that would support the notion that Dr. Wakeham had
- 12 been informed of this tacit agreement, verbal
- 13 agreement, or gentlemen's agreement?
- 14 A. Well as we talked about yesterday in his
- 15 deposition, he -- he said that he did know about this
- 16 agreement.
- 17 Q. All right. Would you continue, professor.
- 18 A. Okay. It says, "Wakeham had countered by saying
- 19 he knew that Reynolds, Lorillard and American were
- 20 all undertaking some and that Liggett and Myers had
- 21 never been party to the agreement."
- 22 Q. Now did you find in your review of the internal
- 23 documents any support for the proposition that Dr.
- 24 Wakeham had indicated concerns about the activities
- 25 of Reynolds, Lorillard and American with respect to STIREWALT & ASSOCIATES
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- their compliance with this agreement?
- 2 A. Yes. This sentence is essentially a summary of
- 3 several paragraphs of the document we looked at
- 4 yesterday, the -- the memorandum entitled "NEED FOR
- 5 BIOLOGICAL RESEARCH," in which Wakeham had laid out
- 6 in his memo to Mr. Goldsmith precisely these concerns
- 7 regarding Reynolds, Lorillard and American, as well
- 8 as his view that Liggett & Myers had not been party
- 9 to the agreement.
- 10 Q. All right. What else did Dr. Felton have to say
- 11 about this conversation?
- 12 A. He goes on to say that, "Cullman had been
- 13 incredulous" -- Cullman was the CEO of Philip

- 14 Morris -- "had been incredulous and had phoned
- 15 Galloway, the President of R. J. Reynolds who had
- 16 denied Reynolds were doing any bioassay." And then it
- 17 says, "When Cullman had told Wakeham this, Wakeham's
- 18 response had been to quote the Reynolds work on the
- 19 Senkus smoking machine and to claim that he had floor
- 20 plans showing outline area allocations."
- 21 Q. Let me stop you again, professor. Did you find
- 22 any support in the documents for the proposition that
- 23 Cullman had had a conversation with Wakeham in which
- 24 Cullman could have conveyed to Wakeham that Galloway
- 25 had denied any involvement in any such research? STIREWALT & ASSOCIATES
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- 1 A. Yes. As we saw yesterday, the memo from Mr.
- 2 Cullman to Mr. Wakeham refers to a conversation that
- they had when Mr. Cullman went to Richmond, Virginia,
- 4 sometime in late February 1970.
- 5 Q. And prior to that time, did you see any
- 6 documents that would have suggested that Dr.
- 7 Wakeham's superiors had been informed of Dr.
- 8 Wakeham's views with regard to testing occurring at
- 9 RJR that they might have passed along to Mr. Cullman?
- 10 A. Yes. The document to -- which was addressed to
- 11 Mr. Goldsmith laid out Mr. Wakeham's concerns.
- 12 Q. So at some point in time, Wakeham and J. Cullman
- 13 had had a conversation with respect to Dr. Wakeham's
- 14 concerns.
- 15 A. That's correct. And as we discussed yesterday,
- 16 we know that Mr. Wakeham did have -- or Dr. Wakeham
- 17 did have in his possession floor plans of the
- 18 Reynolds facility, because we saw the memorandum from
- 19 Mr. Carpenter to Dr. Wakeham which contained as an
- 20 attachment literally floor plans of the Reynolds
- 21 facility. So Wakeham had those floor plans and could
- 22 well have showed them to Mr. Cullman when they met in
- 23 Richmond in late February of 1970.
- 24 Q. And please continue.
- 25 A. It says, "This too had been relayed to Galloway STIREWALT & ASSOCIATES
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- 1 by Cullman, " meaning that Mr. Cullman, the CEO of
- 2 Philip Morris, had told Galloway, the CEO of
- 3 Reynolds, that Cullman had floor plans showing the
- 4 Reynolds research facility where animals were used,
- 5 it says, "This too had been relayed to Galloway by
- 6 Cullman, incredible though it may seem, and Galloway
- 7 had visited the Reynolds Research Department to find
- 8 it was substantially true."
- 9 Q. Now let me ask you, Professor Jaffe, if Mr.
- 10 Galloway, the president and CEO of RJR Tobacco, had
- 11 visited the research facilities of RJR sometime
- 12 between late February 1970 and March 19, 1970, what
- 13 would he have found?
- 14 A. Based on the documents including the floor plans
- 15 that Dr. Carpenter had, he would have found a
- 16 facility that was doing animal -- in-house animal
- 17 research related to smoking and health.
- 18 Q. What is your interpretation, professor, of the

- 19 significance of Dr. Felton's expression, "incredible
- 20 though it may seem?"
- 21 A. Well --
- MR. BLEAKLEY: Your Honor, I object, that
- 23 calls for speculation.
- 24 THE COURT: You may answer that.
- 25 A. I think what it shows is that Dr. Felton had the STIREWALT & ASSOCIATES
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- 1 same reaction to this chain of events that I had,
- 2 which was the notion that the CEO of one company
- 3 would call up the CEO of a competitor and tell them
- 4 "I know you're doing research of a certain kind which
- 5 I think you shouldn't be doing," is incredible.
- 6 That's not the behavior that -- "incredible" in the
- 7 sense of hard to believe, not "incredible" in the
- sense of he wouldn't believe that it happened.
- 9 That's not the kind of behavior that competitors
- 10 engage in, and the notion that Galloway took those
- 11 calls or paid any attention to them would not be the
- 12 kind of behavior you would expect from competitive
- 13 firms.
- 14 Q. What else did Dr. Felton have to say?
- 15 A. Well he says at the bottom of the page, "There
- 16 had been a sudden reorganization at Reynolds,
- 17 resulting in the closure of the biological section,
- 18 the severance of product development (which remained
- 19 with the tobacco division) from the research
- 20 department (which became a corporate activity) and
- 21 ultimately the resignation of Dr. Eldon Nielsen, who
- 22 had been in charge of biology."
- 23 Q. Now Professor Jaffe, based upon Exhibit 12756,
- 24 which we discussed at the end of yesterday's session
- 25 dealing with the closure of the biological facilities STIREWALT & ASSOCIATES
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- at RJR, is it your opinion that the closure was
- 2 sudden, as expressed in this particular exhibit?
- 3 A. Yes. We saw that Dr. Senkus said that in his
- 4 speech.
- 5 Q. And what about the remaining information that's
- 6 contained at the top of the page that's now on the
- 7 screen, is there any support for that information in
- 8 the -- in Exhibit 12756?
- 9 A. Yes. We do know that Dr. Nielson was the head
- 10 $\,$ of biology, that was referred to in the memorandum
- 11 from Mr. Carpenter describing his visit to the
- 12 facility, and we also know that Dr. Nielson did
- 13 eventually leave Reynolds based on Dr. Senkus's
- 14 deposition where he confirmed that that had in fact
- 15 occurred.
- 16 Q. Now do you recall that there were questions put
- 17 to Dr. Senkus in his deposition with respect to the
- 18 timing of the departure of Dr. Nielson?
- 19 A. Yes.
- 20 Q. Now as we have previously seen, the meeting
- 21 between Wakeham and Felton occurs on September 10 of
- 22 1970, approximately six months after the closure.
- 23 A. That's correct.

- Q. Now what is your recollection of Dr. Senkus's
- 25 recollection of the timing of Dr. Nielson's departure STIREWALT & ASSOCIATES
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- 1 with respect to the specific matter of whether or not
- 2 it occurred before or after September 1970?
- 3 A. Dr. Senkus couldn't recall whether Dr. Nielson's
- 4 departure from Reynolds had been before or after
- 5 September of 1970.
- 6 Q. Do you recall the explanation that Dr. Senkus
- 7 gave for the closure of RJR's biological facilities?
- 8 A. Yes.
- 9 Q. What was it?
- 10 A. Well it was not very clear, but the gist of it
- 11 was that there had been some kind of management
- 12 change or broader reorganization at Reynolds, and
- 13 that that had been the reason for this -- the
- 14 termination of the biological research in North
- 15 Carolina.
- 16 Q. A change in the viewpoint of management with
- 17 respect to this type of work?
- 18 A. Yes.
- 19 Q. Now I'll ask you -- and --
- 20 And of course what we've seen from the documents
- 21 so far is that Mr. Galloway was the president and CEO
- 22 of RJR Tobacco.
- 23 A. That's correct.
- 24 Q. Now I'd like you to assume, based upon answers
- 25 to interrogatories that have been supplied by STIREWALT & ASSOCIATES
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- $1\,$ defendants in this case, that Mr. Galloway continued
- 2 to be the president and CEO of RJR Tobacco until June
- 3 18, 1970, when he was replaced by William Smith.
- 4 Would those facts be consistent with Dr. Senkus's
- 5 explanation?
- 6 A. They don't seem to be, since he was suggesting
- 7 that it was a change in management that was the
- 8 explanation for the termination of the biological
- 9 research in March of 1970.
- 10 Q. Based upon everything that we have discussed
- 11 this morning and yesterday, do you have any
- 12 opinion -- have you reached any opinion with respect
- 13 to the accuracy of the account of this incident that
- 14 is contained in Dr. Felton's report?
- MR. BLEAKLEY: Objection, Your Honor, calls
- 16 for speculation. Also invading the province of the 17 jury.
- 18 THE COURT: Sustained.
- 19 BY MR. GILL:
- 20 Q. If Dr. Felton's report were accurate, Professor
- 21 Jaffe, what would be the significance of these
- 22 events?
- 23 A. Well what we have here, if this report is
- 24 accurate -- and Dr. Wakeham in his deposition didn't
- 25 dispute the accuracy of this report, he said that he STIREWALT & ASSOCIATES
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- 1 did meet with Dr. Felton but couldn't recall whether
- 2 he had discussed these matters with Dr. Felton -- and
- 3 if this is accurate, then what we have here is -- is
- 4 a blatant example -- (clearing throat) excuse me --
- 5 of communications at the absolute highest levels of
- 6 these two companies in a successful attempt to
- 7 suppress in-house animal research, which, as we've
- 8 discussed, was a component of this agreement. And
- 9 this research is a competitive activity -- or it
- 10 should have been a competitive activity that, if
- 11 these firms were competing, should not have been
- 12 discussed, and certainly the CEO of Reynolds should
- 13 not have terminated this activity as a result of a
- 14 conversation with the CEO of Philip Morris.
- 15 Q. Was the closure of this biological facility in
- 16 the competitive interests of RJR?
- 17 A. No, I don't think so. I think we've seen in the
- 18 documents of several of the companies how, from a
- 19 competitive point of view, it was very important to
- 20 do this kind of research and in fact important to do
- 21 it in-house, and so from the competitive perspective
- 22 of Reynolds, this would have been something that they
- 23 would have wanted to continue.
- 24 Q. Absent a collusive agreement, Professor Jaffe,
- 25 can you conceive of any other explanation for this STIREWALT & ASSOCIATES
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- 1 conduct?
- 2 MR. BLEAKLEY: Objection, Your Honor, calls 3 for speculation.
- THE COURT: You may answer that.
- 5 A. Absent a collusive agreement, I can't see any
 - explanation for this conduct, if I include in this
- 7 conduct the discussions between Mr. Cullman and Mr.
- 8 Galloway.

6

- 9 Q. All right. Professor, do you recall that among
- 10 the concerns that Dr. Wakeham had been expressing,
- 11 one of his concerns was that American Tobacco had
- 12 been violating the agreement not to conduct in-house
- 13 animal testing?
- 14 A. That's correct.
- 15 Q. Based upon your review of the industry's
- 16 internal documents, was Dr. Wakeham correct in his
- 17 concerns?
- 18 A. No, he wasn't, not regarding American.
- 19 Q. All right. Let's turn to Exhibit 21951, please.
- 20 This exhibit was produced by what company, professor?
- 21 A. American Tobacco.
- 22 Q. And it is a "CONFIDENTIAL MEMORANDUM TO MR.
- 23 HETSKO RE CONFERENCE WITH MESSRS. HARLAN AND HARLOW
- ON WEDNESDAY, AUGUST 25, 1965, AT" -- or "AMERICAN
- 25 TOBACCO LAW LIBRARY; " is that correct?

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- 1 A. That's correct.
- 2 Q. Who was Mr. Hetsko?
- 3 A. I believe Mr. Hetsko was the general counsel of
 - 4 American Tobacco.

```
5
         And who was --
         Who were Messrs. Harlan and Harlow?
 6
        Harlan and Harlow were scientists or researchers
7
 8
   at the American research facility.
   Q. And who is the author of this memorandum?
9
10 A. The author is an outside attorney for American
    named Janet Brown.
11
    Q. All right. The second paragraph on the first
12
13
    page reads, "I" --
14
         That would be referring to Janet Brown?
15
    A. That's correct.
     Q. -- "opened with the explanation that we were
    there at your request."
17
18
         "Your" would refer to whom?
        Mr. Hetsko.
19
    Α.
20
         "Our only purpose was to explore with them," --
        And that would be whom?
2.1
22 A. Dr. Harlan and Dr. Harlow.
23 O. -- "first, the background, purposes and proposed
24
    modus operandi of the postulated, quote, biological,
25
    unquote, program which you had only recently learned
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    about, and second, to review some of the most
    fundamental problems a program of the nature
    indicated in Mr. Harlow's memorandum to you would
 3
    pose for the Company in its public, medical and legal
 5
    positions in the health controversy."
         What is the significance of what Ms. Brown is
 6
    reporting in that introductory paragraph?
7
 8
    A. Well what she's saying -- this is explained
    further later in the memorandum -- is that it had
9
    come to Mr. Hetsko's, the general counsel's attention
10
    that Harlan and Harlow and other scientists at
11
12
    American were about to embark on a program of
    in-house biological research, and that basically he
13
14
    had asked Janet Brown to come and speak to them about
15
    essentially why they shouldn't do that.
    Q. Would you expect that scientists in a
17
    competitive company would be reporting to lawyers
    with respect to their intentions to conduct
18
19
    biological research?
              MR. BLEAKLEY: Objection, Your Honor, that
2.0
21
   calls for speculation. That's not within his
22
    competence.
23
              THE COURT: Sustained.
24 Q. Let's go on, Professor Jaffe. The final
25
    sentence of that paragraph reads, "You would, I
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    explained, wish to review these matters with them
    (and us) again on your return, and perhaps with
 2
    Messrs. Hager and Heimann as well."
 3
 4
         Do you know who Mr. Heimann is?
         Yes. I think at this time Mr. Heimann was the
 5
    Α.
    president of American Tobacco.
 6
 7
   Q. Or as of 1965, at least a very senior executive
 8 prior to becoming the president and CEO of American
    Tobacco; is that correct?
```

- 10 A. Okay.
- 11 Q. Now what does this indicate with respect to
- 12 referencing that these matters may be discussed not
- only between the lawyers and the scientists, but also
- 14 senior management?
- 15 A. Well I think it would just indicate that this
- 16 was an important issue, an issue of significant
- 17 concern for the company.
- 18 Q. All right. It goes on to state, "At the
- 19 conclusion of our conference Harlow stated that the
- 20 opinion that the program contemplated would make the
- 21 Company's past and current position in the health
- 22 fields 'untenable'. Harlan thought, quote, we'll
- 23 have to give it up, bracket, the program, bracket,
- 24 end quote. Harlow ultimately stated that, while the
- 25 program was important and he wanted very much to do STIREWALT & ASSOCIATES
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- it, he would certainly not want to do anything that,
- 2 quote, has an impact on the Company's position or if
- $3\,$ $\,$ it makes that position any less sound than it now
- 4 is,' end quote.
- 5 How would this type of a program, suggested by
- 6 Harlow, have fit into the process of creative
- 7 destruction?
- 8 A. Well I think, as indicated by Harlow when he
- 9 says it's important and he wanted to do it, this kind
- 10 of research program is among the kinds of research
- 11 that the company would have to be doing if it was
- 12 going to engage in -- competitively in the process of
- 13 creative destruction, because as we'll see later in
- 14 the document, they understood that from a competitive
- point of view this was research that they needed to
- 16 be doing and that it was important that they be doing
- 17 it in-house.
- 18 Q. Did Ms. Brown go on in her memorandum to report
- 19 on the origin of the idea to engage in this type of a
- 20 program?
- 21 A. Yes.
- 22 Q. All right. If you'd look at page seven, please.
- 23 Directing your attention to the middle of the page,
- 24 there is a section that deals with the genesis of
- 25 proposed biological research program.

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- 1 A. That's correct.
- 2 Q. What generally is being reported in this section
- 3 of the memorandum, professor?
- 4 A. Well what's being reported here by Ms. Brown is
- 5 what the scientists told her about why they had made
- 6 the decision that it was important to undertake this
- 7 new in-house biological program.
- 8 Q. And apparently there were two motives?
- 9 A. That's correct.
- 10 Q. And what were the two motives?
- 11 A. Well it says there right under the heading, "Two
- 12 prime motives engendered the move to institute a
- 13 Company biological research program. One was deep
- 14 dissatisfaction with the conduct of experimental work

- 15 by independents in this area." And "The other was
- 16 the need for commercial security in the development
- 17 of new products."
- 18 Q. What does "independents" refer to?
- 19 A. "Independents" here refers to outside
- 20 researchers who American had been using to do some
- 21 biological research on a sort of, quote, outhouse
- 22 basis rather than an in-house basis, and what Harlan
- 23 and Harlow were reporting was that they were very
- 24 dissatisfied with what that was producing for the
- 25 company in terms of the company's needs.

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- ${\tt l}$ Q. Does the memo go on to explore the basis for the
- 2 two objections that the scientists had to having this
- 3 type of work conducted by an outside research firm?
- 4 A. That's correct.

9

- 5 Q. All right. If we turn, I think, to the next
- 6 page, the first full paragraph on that page starting
- 7 out with "There is strong feeling, thus, that
- 8 experimental work which has -- which has to be farmed
 - out to others lacks the scientific standards the
- 10 Company and the nature of the work demands."
- 11 What is the author referencing there and what
- 12 further explanations of that concept were attributed
- 13 to Messrs. Harlow and Harlan?
- 14 A. Well basically what they're saying is they feel
- 15 that the quality of the work that was being done by
- 16 the independents was not up to the standards of the
- 17 company, contrary to Dr. Wakeham's explanation at his
- 18 deposition that the reason this work was going to be
- 19 done on the outside was because the companies weren't
- 20 competent to do it.
- 21 What the American scientists are saying is
- they're finding that they can't get competent
- 23 outsiders to do it, and therefore it's important for
- 24 them to do it in-house so that they can maintain the
- 25 scientific standards that they wish to maintain.

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- 1 Q. You referenced Dr. Wakeham's testimony at his
- 2 deposition in this case on that subject.
- 3 A. That's correct.
- 4 Q. What had Dr. Wakeham said on this subject in
- 5 internal memorandum -- internal memoranda prior to --
- 6 well prior to the date of his deposition?
- 7 A. Well as we discussed briefly yesterday, Dr.
- 8 Wakeham also, when he was writing memos at the time
- 9 in the 1960s, had made arguments similar to the
- 11 about why it's important to do this research in-house

arguments that Dr. Harlan and Dr. Harlow were making

- 12 rather than through contracts with independents.
- 13 Q. Did Harlan and Harlow provide Ms. Brown with
- 14 specific examples in support of their views?
- 15 A. Yes, they did.
- 16 Q. All right. If you go to the next page, page
- 17 eight, about the fourth line down from the top of the
- 18 page --

10

19 A. Yes.

- 20 Q. Are we on page eight? There we go. Fourth line
- 21 from the top, please.
- 22 A. Wait, you want the --
- 23 Q. I'm sorry, I've been misspeaking. We need page
- 24 nine. And I need to go see my optometrist with
- 25 respect to these glasses.

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- 1 All right. "For example...," would you carry it 2 from there, Professor Jaffe?
- 3 A. Sure. It says, "For example, Foster Snell's
- 4 techniques for measuring nicotine (in connection with
- 5 Carlton) were so imperfect that their technicians
- 6 failed to find any nicotine at all on the first
- 7 series of tests. The laboratory had to reconstruct
- 8 all their procedures (and, says Harlan, Company
- 9 employees in effect ran the tests in the Company's
- 10 laboratory). This is almost uniformly Company
- 11 experience with independents. And Snell is one of
- 12 the better consulting independents. In short,
- 13 outside research caliber is not high, competence in
- 14 problem analysis is dubious, and standards of
- 15 technique development and execution have been far
- 16 below the Company's own standards."
- 17 Q. And in this memo, had Harlow and Harlan also
- 18 registered concerns about security in connection with
- 19 having the work done by outside consultants?
- 20 A. Yes.
- 21 Q. Okay. Now at some point in this memorandum does
- 22 Ms. Brown address the scientists' understandings with
- 23 respect to the potential value of doing this
- 24 research?
- 25 A. Yes.

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- 1 Q. And if we would go to page 11, please, in the
- 2 middle of the page, what -- what was -- what is being
- 3 discussed there, Professor Jaffe?
- 4 A. Well she's again referring -- reflecting or
- 5 recording what she was told, and she says, "To Harlan
- 6 and Harlow this is obviously the arena of the maximum
- 7 future commercial importance in terms of new
- 8 products. And the fact that the biological work
- 9 necessary to compete effectively in this area is so
- 10 intimately involved with new products is the second
- 11 compelling reason for wholly intra-Company work.
- 12 Security is in peril where independents are involved.
- 13 And the Company has no means whatever of insuring
- 14 effective control in this important commercial and
- 15 scientific area."
 - 6 Q. How do you rate the sophistication of these
- 17 scientists with respect to their appreciation for the
- 18 potential benefits of long-term product development?
- 19 A. Well it seems clear that they -- they had a
- 20 vision, that they understood that it was important
- 21 that the future of the company, the competitive
- 22 future of the company was intimately tied with this
- 23 kind of research, and that not only was it important
- 24 to do it, but that when you're doing research that is

- of such tremendous commercial significance, you don't STIREWALT & ASSOCIATES
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- want to be doing it with outsiders because you can't
- control the security of what they're doing and you
- can't control the process.
- 4 Does the memo then go on to discuss the purposes
- 5 of the type of research that Harlan and Harlow had in
- 6 mind?
- 7 Yes, it does.
- I think going to the next page, near the -- the 8 Q.
- bottom third of page 12, it references that "The 9
- over-all purposes appear to be several fold: " 10
- 11 The first is "To develop techniques to measure
- 12 and evaluate the biological effects of new American
- 13 Tobacco Company, paren, and other, paren, products,
- and to compare new American Tobacco products, paren,
- 15 among themselves and with others, close paren, with
- 16 respect to such effects, paren, particularly in
- relation to ciliary function, close paren." 17 Now just taking this as an example, is the type 18
- 19
- of research that is being proposed there consistent
- or inconsistent with competitive behavior? 20
- 21 A. No, this kind of research would be very
- consistent with competitive behavior. They would be 22
- trying to do the research necessary to improve their 23
- products, to figure out how their products compare to 2.4
- 25 other products, and to include them.

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- Q. So comparing their products to other products in
- this context is not anti-competitive but it is
- 3 pro-competitive.
- A. Yes, I think so. 4
- Q. Because who would benefit? 5
- 6 A. Well the outcome of this, if it was allowed
- 7 to -- to reach fruition, would be that American would
- be trying to improve their products relative to its 8
- competitors, and the -- the customers, the smokers, 9
- 10 would benefit.
- Q. All right. Does the memorandum then go on to 11
- 12 discuss Ms. Brown's assessment of the fundamental
- problems involved in pursuing this research? 13
- 14 A. Yes, it does.
- 15 Q. All right. Let's go on to page 25, please.
- 16 Down at the bottom of that page, what is being
- discussed in this section, Professor Jaffe? 17
- A. Well this --18
- 19 The heading indicates that in this section of
- 20 the memorandum they explore the fundamental problems
- 21 posed by the proposed program.
- 22 So the author states that in the afternoon she
- 23 explained to the scientists at the outset that Mr. 24 Hetsko had asked the three of them -- had asked Ms.
- Brown, and apparently there were some other attorneys 25 STIREWALT & ASSOCIATES
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- 1 that were with her from her law firm?
- 2 A. That's correct.
- 3 Q. So that's the reference to "us," she and two
- 4 other lawyers from her firm?
- 5 A. Yes.
- 6 Q. To bring to the attention of Harlan and Harlow
- 7 the most fundamental of the problems that Ms. Brown
- 8 and her associates anticipated the company would face
- 9 when it undertook the described program. And then
- $10\,$ down about in the middle of this next page, 26, does
- 11 she reference that the program would be most likely
- 12 viewed with respect to three potential descriptions?
- 13 A. Yes. She indicates that it would be viewed as a
- 14 biological research program, as a cancer research
- 15 program, and as an animal research program.
- 16 Q. With respect to the first of those, "as a
- 17 biological research program into certain questions of
- 18 tobacco use in relation to human health, " does that
- 19 phraseology have any familiar ring in terms of the
- 20 documents that you've reviewed in this case?
- 21 A. Well it describes really two things -- or
- 22 there's two places we've seen similar language. It
- 23 describes the kind of research that the Frank
- 24 Statement said that the TIRC and then the CTR were
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- 1 research that we know the gentlemen's agreement said
- 2 that the companies were not going to do in-house.
- 3 Q. And you mentioned the gentlemen's agreement, and
- 4 I'm now attempting to display to the jury Exhibit
- 5 30210. Were you referencing the language in the
- 6 Frank Statement that reads, "We are pledging aid and
- 7 assistance to the research effort into all phases of
- 8 tobacco use and health?"
- 9 A. Yes.
- 10 Q. Now not to belabor this, Professor Jaffe, but
- 11 with respect to the possibilities that the programs
- 12 would be viewed in any of these three ways, would any
- 13 of those ways be inconsistent with the process of
- 14 creative destruction?
- 15 A. No. All of these aspects of the research would
- 16 be important parts of a competitive research program.
- 17 Q. And do you recall whether Ms. Brown at some
- 18 point in the memorandum reports on the history up to
- 19 then of American Tobacco's efforts with respect to
- 20 biological research?
- 21 A. Yes.
- 22 Q. I think you'll find that on page 31. It would
- 23 be the first full paragraph that starts near the
- 24 middle of the page.
- What is being reported there, Professor Jaffe?
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- 1 A. Well she said there "The Company has not, over
- 2 the years, undertaken itself to initiate research in
- 3 its own laboratories to discover any pathological
- 4 effects of tobacco, nor has it conducted research in 5 its own laboratories to refute or confirm any claims

- 6 of such effects asserted in the literature by others.
- 7 The basis of that policy is that, as Mr. Hamner
- 8 testified in Green, quote, that it is entirely out of
- 9 our field of competence here, since this is a
- 10 department, the staff of which is composed of
- 11 chemists, physicists, and technical and scientific
- 12 people trained in allied fields.'"
- 13 Q. How does Mr. Hanmer's testimony in Green jibe
- 14 with the opinions attributed to American Tobacco
- 15 scientists Harlan and Harlow in this memorandum?
- 16 A. Well he's basically saying the opposite of what
- 17 they said. They said that when they do it on the
- 18 outside, that they have difficulty ensuring the
- 19 quality, it's not up to their scientific standards,
- 20 they would rather do it in their own laboratories so
- 21 that they could be sure it was done right, whereas
- 22 Mr. Hamner seems to be saying that they couldn't do
- 23 it in their own laboratories.
- Q. Does Ms. Brown then go on to explain specific
- 25 problems that might accrue if this research were to STIREWALT & ASSOCIATES
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- 1 proceed?
 - A. Yes.
- 3 Q. If you'd turn the page, down at the bottom of
- 4 page 32, the last paragraph that starts on that page,
- 5 what is being reported at that place?
- 6 A. Well she says, "If the Company can now inform
- 7 itself respecting biological effects of smoking, it
- 8 will be argued that it could and should have done so
- 9 in all these areas, years ago. Ample funds were at
- 10 the Company's disposal. Researchers with M.D.
- 11 degrees were available to devise, conduct and
- 12 evaluate experiments on animals and man. Laboratory
- 13 facilities for such work could easily have been
- 14 provided."
- 15 Q. Then she goes on to state, "What has been
- 16 funded -- What has been found by independent
- 17 scientists over the years, it will be argued, could
- 18 have been found long since by the manufacturer whose
- 19 primary responsibility it was."
- 20 Do you have any reason to disagree with any of
- 21 the notions set forth by Ms. Brown in this paragraph?
- 22 A. No, not at all. It's certainly true they had
- 23 ample funds that they could have hired researchers,
- 24 that they could -- that they had laboratory
- 25 facilities. As the scientists have explained,

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- 1 there's really no reason why they couldn't be doing
- 2 this research themselves.
- 3 Q. In the middle of page 33, does Ms. Brown
- 4 reference the crisis that arose in the 1950s?
- 5 A. Yes, she does.
- 6 Q. And what does she say about that?
- 7 A. She said, "It will be argued that, if such a
- 8 program was not instituted earlier, it should at
- 9 least have begun in 1950 to 1953, with publication of
- 10 the four retrospective studies showing association

- 11 with lung and other cancers; or in 1953, with
- 12 publication of the Wynder mouse-painting experiments,
- or in 1954, with publication of the first Hammond-
- 14 Horn report, or in 1957, with publication of the
- 15 Study Group report on Smoking and Health. Why were
- 16 such programs not instituted, at least, in 1958, with
- 17 publication of the final Hammond-Horn report, or in
- 18 1959, with the publication by the Surgeon General of
- 19 an official statement pronouncing a causal link
- 20 between smoking and certain diseases, or in 1962,
- 21 with publication of the report of the Royal College
- of Physicians, or, if not then, why not a year ago,
- 23 with publication of the report of the Surgeon
- 24 General's Advisory Committee."
- 25 Q. Is Ms. Brown posing rhetorical questions in this STIREWALT & ASSOCIATES
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- 1 paragraph?
- 2 A. Yes, I think that's what she's doing.
- 3 Q. And what is a rhetorical question?
- 4 A. A rhetorical question is a question that you
- 5 know the answer to.
- 6 Q. Now Professor Jaffe, as an economist, are you
- 7 familiar with the term "unilateral action?"
- 8 A. Yes
- 9 Q. Do economists view unilateral action as a
- 10 specific form of competitive behavior?
- 11 A. Yes.
- 12 Q. What exactly does the term mean?
- 13 A. Well particularly in the context of an
- 14 investigation of collusion, economists think about
- 15 unilateral actions because if the behavior that we're
- seeing could be interpreted as unilateral action;
- 17 that is, behavior by a single company acting not in
- 18 cooperation with other companies, then that behavior
- 19 would not be evidence of collusion.
- 20 Q. Now in this particular memorandum we're seeing
- 21 an outside attorney for American Tobacco having a
- 22 discussion with American Tobacco scientists and
- 23 reporting to the general counsel of American Tobacco
- 24 about the prospect of further conferences with
- 25 high-ranking executives of American Tobacco.

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- 1 A. That's correct.
- Q. Based upon all of that, do you consider that the
- 3 restrictions on competitive behavior that this memo
- 4 addresses would merely constitute some form of
- 5 unilateral action with respect to the competitive
- 6 behavior of American Tobacco?
- 7 MR. BLEAKLEY: Objection, that's very
- 8 leading, calls for speculation, invades the province
- 9 of the jury.
- 10 THE COURT: No. It is leading, though.
- 11 You'll have to rephrase it.
- MR. GILL: I'll be happy to rephrase it,
- 13 Your Honor.
- 14 BY MR. GILL:
- 15 Q. What type of behavior, to your opinion, is being

```
16
    discussed and described in this particular
17
    memorandum?
18
    A. Well I think if you were to look --
19
         If the only thing you looked at was this
    memorandum itself, and that was the only information
20
21
    you had, were the words of this memorandum, it
    wouldn't be possible to tell whether what was going
22
23
    on here was a unilateral decision on the part of
24
    American absent any communication with its
25
    competitors not to undertake this program, but I
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    think when you look at this document in the context
 2
    of the other facts in the case, including American's
    participation in the meetings at the Plaza Hotel
 3
    called by the CEO of American, as well as the role
 4
    that Janet Brown played with other attorneys in the
 6
    industry in devising the general industry approach to
7
    research questions and the role that Mr. Hetsko
    played on the Committee of Counsel meeting with the
 8
    other generals counsel of the other companies in
9
10
    order to devise policy that related to research, I
    think that the most likely interpretation of this
11
12
    document is that this was not unilateral action, that
    this is evidence of American's continuing compliance
13
    with the agreement in the conspiracy not to engage in
14
15
    in-house animal research relating to smoking and
16
    health.
17
              MR. BLEAKLEY: Your Honor, I move to strike
18
    that answer. It's invading the province of the jury.
19
              THE COURT: No. He's an expert and I think
    he's entitled to give that opinion.
    BY MR. GILL:
21
22
    Q. In addition to performing his duties as general
23
    counsel of American Tobacco, are you familiar with
    any other duties that Mr. Hetsko had during this
24
25
    period of time?
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 1
         I don't recall.
 2
         Well let me -- let me ask you this, Professor
    Jaffe: Have you seen any documents indicating
 3
    whether or not Mr. Hetsko, as general counsel of
 4
    American Tobacco, participated in any discussions
 6
    with the general counsel of any of the other
 7
    defendant companies?
 8
               MR. BLEAKLEY: Objection, leading.
              THE COURT: It is leading.
9
    Q. Have you heard at any time or have you seen at
10
11
    any time in your review of defendants' internal
12
    documents reference to the Committee of Counsel?
13
    A. Yes. As I've mentioned in my answer a couple
14
    answers ago, Mr. Hetsko was a member of the Committee
    of Counsel. I guess I didn't include that in my
15
    answer to your question because I'm not sure I think
16
17
    of that as sort of an official position. But he did
18
    participate with the Committee of Counsel, as I said.
19
    And as we'll see in some later documents, the
20
    Committee of Counsel was very much involved in
```

- 21 determining what kinds of research were going to be
- 22 done in the industry.
- 23 Q. And how, if at all, Professor Jaffe, would the
- 24 documents authored and received by Dr. Wakeham with
- 25 respect to his understanding with respect to a STIREWALT & ASSOCIATES
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- 1 gentlemen's agreement within the industry affect your
- 2 opinion with respect to whether or not the events
- 3 described in the Janet Brown memorandum were
- 4 unilateral action on the one hand or participation in
- 5 a collusive agreement on the other?
- 6 MR. BLEAKLEY: Objection, leading. Also
- 7 calls for speculation. Also invading the province of 8 the jury.
- 9 THE COURT: No, you may answer that.
- 10 A. Well I think as we discussed, what Dr. Wakeham
- 11 said and confirmed at his deposition was that there
- 12 was an agreement, and that that agreement, the exact
- 13 form of which may have been somewhat unclear, but
- 14 clearly in-house animal research relating to smoking
- 15 and health was the primary focus of it, and it was
- 16 his understanding that that agreement included
- 17 American, and I think that that's part of the factual
- 18 framework in which you'd look at the document and
- 19 evaluate it as evidence of American's compliance with
- 20 that agreement.
- 21 Q. On what basis do you state that Dr. Wakeham
- 22 assumed that American Tobacco was part of the
- 23 agreement not to conduct in-house animal testing?
- 24 A. Well in the document we looked at yesterday, the
- 25 1968 memorandum, he specifically says that -- I'm STIREWALT & ASSOCIATES
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- 1 sorry, in the draft of the document we looked at
- 2 yesterday, he says there was a gentlemen's agreement
- 3 in the industry. He specifically notes that Liggett
- 4 was not a party to it, and so the clear implication
- 5 is that the other companies other than Liggett were
- 6 in fact party to it.
- 7 Q. And had he been concerned about American
- 8 Tobacco's violation of the agreement?
- 9 A. He was, yes.
- 10 Q. Now there's nothing in the memorandum authored
- 11 by Ms. Brown that addresses the gentlemen's
- 12 agreement; is there?
- 13 A. Not directly or explicitly, no.
- 14 Q. She does state reasons to Messrs. Harlan and
- 15 Harlow as to why this research should not proceed.
- 16 A. That's correct.
- 17 Q. What do you make of the fact that, in her
- 18 account of their meetings with respect to the content
- 19 of this memorandum, that she does not appear to have
- 20 informed Harlan and Harlow of the existence of the
- 21 gentlemen's agreement?
- MR. BLEAKLEY: Objection, leading.
- 23 THE COURT: It is leading.
- 24 Q. Have you --
- In forming your opinion with respect to this

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- 1 particular issue, Dr. Jaffe, have you taken into
- 2 account the absence of any indication that Ms. Brown
- 3 informed the scientists of the existence of the
- 4 gentlemen's agreement?
- 5 MR. BLEAKLEY: Still leading, Your Honor,
- 6 Mr. Gill is testifying.
- 7 THE COURT: All right. Well I'll allow --
- 8 I'll allow the answer.
- 9 A. Well I think that the most logical inference is
- 10 that she didn't think it was necessary to tell these
- 11 scientists about this agreement. She was able to
- 12 convince them without doing so that this program
- 13 should not be undertaken, and so she didn't -- she
- 13 should not be undertaken, and so she didn't -- she
- 14 didn't feel it was necessary.
- 15 Q. Professor Jaffe, how, then, would you assess the
- 16 impact of the prohibition against in-house animal
- 17 research in terms of its contribution to the broader
- 18 conspiracy to suppress fundamental competition within
- 19 the U.S. cigarette industry on the smoking-and-health
- 20 issue?
- 21 A. Well the agreement not to engage in in-house
- 22 animal research supported the overall suppression of
- 23 competition, really, in three ways. The first thing
- 24 it did was that it inhibited the process of creative
- 25 destruction, the process of long-term competition to STIREWALT & ASSOCIATES
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- 1 come up with products that would truly deal with the
- 2 health issue. And the reason it did that are the
- 3 reasons that were articulated by Drs. Harlan and
- 4 Harlow that we just saw, as well as by Dr. Wakeham,
- 5 that this kind of animal research was crucial to
- 6 finding out exactly why the existing products were
- 7 dangerous and developing new products that would be
- 8 more safe, and that to do that in the most effective
- 9 and successful competitive manner the companies
- 10 needed to do it in-house. And so an agreement not to
- 11 do that inhibited or hobbled the process of creative 12 destruction.

13 The second thing that it did was it -- again as

14 articulated by Ms. Brown in her memo, it prevented

the substantiation of the so-called causation

hypothesis by experiments from the companies' own labs, and it's clear that the companies were very

18 concerned that since they were taking this line that

19 causation had not been proven, it was important that

20 there not be any scientific experiments done that

could be directly attributed to a tobacco company that might have the effect of confirming the causal

23 connection between smoking and disease.

24 And then the third effect of the agreement not

25 to engage in research of this form was that it STIREWALT & ASSOCIATES

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1 allowed the companies to avoid what could have been

- 2 very large research expenditures. If they had done
- 3 this right and each of these companies had
- 4 aggressively pursued the kinds of programs that their
- 5 scientists were saying were the appropriate
- 6 competitive response to the situation, the market
- 7 situation that they faced, it would have been a very
- 8 expensive undertaking, and that expensive undertaking
- 9 might have succeeded for one or more of them, but
- 10 might well or most probably would not have succeeded
- 11 for all of them, and so that at least some of the
- 12 companies would have expended large quantities of
- 13 money with no commercial benefit from it.
- 14 So all three of those aspects resulted from the
- 15 successful attempt to prevent each other from
- 16 engaging in in-house animal research relating to
- 17 smoking and health.
- 18 Q. And Professor Jaffe, on a year-by-year basis,
- 19 these large expenditures would have come at the
- 20 expense of what group?
- 21 A. Well in the short run they would have come at
- 22 the expense of the stockholders of the company as the
- 23 money was spent on research, and there would have
- 24 been no immediate benefit or return from that
- 25 investment.

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- 1 Q. Professor Jaffe, are you now ready to discuss
- 2 the second prong of the broader conspiracy dealing
- 3 with the reassurance of smokers and the suppression
- 4 of unfavorable research?
- 5 A. Yes.
- 6 Q. Would you turn to Exhibit 14145, please.
- 7 A. I have it.
- 8 Q. Let's do a little rearranging here for a moment,
- 9 Your Honor. I'm blocking your view now, aren't I?
- 10 Perhaps I could just stand over here a minute or two
- 11 for Your Honor, then I'll move it out of the way.
- 12 THE COURT: I do want counsel to be able to
- 13 view this, too.
- MR. BLEAKLEY: Actually, it was better now
- 15 than it was, Your Honor.
- 16 BY MR. GILL:
- 17 Q. You're familiar, of course, Professor Jaffe,
- 18 with the Frank Statement.
- 19 A. Yes.
- 20 Q. All right. Now you've viewed the Frank
- 21 Statement from a somewhat different perspective, for
- 22 instance, than some of the other witnesses; correct?
- 23 A. Yes, I think that's right.
- 24 Q. All right. Now with respect to --
- Does the Frank Statement essentially contain a STIREWALT & ASSOCIATES
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- 1 mission statement on behalf of the TIRC?
- 2 A. Yes, I think it does.
- 3 Q. All right. And the mission statement is set
- 4 forth in -- on the right-hand column next to the
- 5 numbers one, two and three?
- 6 A. Yes.

- 7 Q. And the first one deals with pledging aid and
- 8 assistance to the research effort into all phases of
- 9 tobacco use and health, and it mentions that this
- 10 joint financial aid will, of course, be in addition
- 11 to what is already being contributed by individual
- 12 companies.
- 13 A. Yes.
- 14 Q. Do you see any problem with that from the
- 15 standpoint of competitive behavior?
- 16 A. No
- 17 Q. The second portion of the mission statement
- 18 indicates "For this purpose we are establishing a
- 19 joint industry group consisting initially of the
- 20 undersigned. The group will be known as TOBACCO
- 21 INDUSTRY RESEARCH COMMITTEE." So we just have an
- 22 identification that's being made there.
- 23 A. Right.
- Q. The third element of the mission statement
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- 1 Committee will be a scientist of unimpeachable
- 2 integrity and national repute. In addition there
 - will be an Advisory Board of scientists disinterested
- 4 in the cigarette industry. A group of distinguished
- 5 men from medicine, science, and education will be
- 6 invited to serve on this Board. These scientists
- 7 will advise the Committee on its research
- 8 activities."
- 9 Do you have any quarrel from the standpoint of
- 10 competitive behavior with any aspect of the mission
- 11 statement as publicly announced in several hundred
- 12 newspapers in early January 1954 through the
- 13 publication of the Frank Statement?
- 14 A. No. In fact I think if the TIRC and its
- 15 successor had done what is stated here they're going
- 16 to do, that would have been a pro-competitive
- 17 activity, because what they would have done is they
- 18 would have developed general information about the
- 19 connection between smoking and health which would
- 20 have spurred the process of creative destruction,
- 21 both by increasing the demand on the part of
- 22 customers for safer products, and also by providing
- 23 general scientific background that the individual
- 24 companies then could have used in their individual
- 25 competitive efforts to develop safer products.

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- 1 $\,$ Q. Now I take it at the time that the committee was
- 2 formed, there were, broadly speaking, two possible
- directions that the research might take one.
- 4 A. Yes, I think so.
- 5 Q. One might tend --
- 6 One direction might tend to show, perhaps, that
- 7 smoking wasn't a cause of serious health problems.
- 8 A. That's true.
- 9 Q. That would tend to have been good for everyone
- 10 involved; true?
- 11 A. Yes. Yes, I think so.

- 12 Q. Good for the companies.
- 13 A. Certainly.
- 14 Q. Certainly good for the smokers.
- 15 A. Yes.
- 16 Q. And probably good for the TIRC, if they
- 17 sponsored research that validly established such a
- 18 principle.
- 19 A. Yes, I would think so.
- 20 Q. The other broad direction that the research
- 21 might take could be to show a causal link between
- 22 smoking and disease.
- 23 A. That's correct.
- 24 Q. And that wouldn't be good for anyone involved;
- 25 would it?

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- 1 A. I guess that's right.
- 2 Q. It certainly wouldn't be good for the smokers if
- 3 that were true.
- 4 A. That's right.
- 5 Q. And certainly in the short-term it wouldn't be
- 6 good for the companies that made the cigarettes.
- 7 A. That's correct.
- 8 Q. But how might such research establishing a
- 9 causal link have fostered the process of creative
- 10 destruction?
- 11 A. Well I think what it would have done is it would
- 12 have increased the demand for different products and
- 13 therefore increase the motivation and incentive to
- 14 compete, and it also would have provided technical
- 15 scientific information which the companies then could
- 16 have picked up and taken and used in their
- 17 competitive efforts to develop safer products.
- 18 Q. Do you believe it was important that the
- 19 scientific director of this organization be a person
- 20 of unimpeachable integrity?
- 21 A. Well I think, given what the committee set out
- 22 to do and the fact that there was potentially a
- 23 conflict of interest in an organization that was
- 24 funded by the tobacco industry but which said it was
- 25 $\,$ committed to an objective search for truth, I think

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- 1 it was very important to have a scientific director 2 of unimpeachable integrity.
- 3 Q. Would the conflict of interest arise if the
- 4 research funded by the committee proved reliably that 5 smoking did not cause disease?
- 6 MR. BLEAKLEY: Your Honor, I would object
- 7 to the leading nature of these questions. Mr. Gill 8 is testifying again and again and again.
- 9 THE COURT: Okay. It is leading.
- 10 Q. Under what different circumstances would
- 11 conflict of interest come into play?
- 12 A. Well the conflict of interest that I referred to
- 13 was the fact that the tobacco companies, as I had
- 14 said previously, obviously would be financially
- 15 injured by the demonstration that smoking did in fact
- 16 cause disease, and so that would be something they

```
would prefer not to happen. They set up this
18
    organization, they clearly were aware of that
19
    potential for conflict of interest, and wanted to
20
    create an impression that they were setting up an
    organization that was independent and that would
21
22
    pursue the truth, notwithstanding the financial
23
    consequences for the companies that were funding it,
24
    and the selection of the scientific director was part
    of that effort to appear to deal with that potential
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    conflict of interest.
 1
    Q. Now in discussing the Hill & Knowlton memoranda
 3
    yesterday, based upon your interpretation of those
    memoranda, did the Hill Knowlton memoranda also
 4
    contain a mission statement for TIRC?
 5
    A. Well the Hill Knowlton memoranda did contain a
 6
7
    description of, I believe, a credo, which, as we
    talked about yesterday, was very similar to what's
 8
    laid out here. The Hill Knowlton memoranda also
9
    discussed the fact that this organization was going
10
11
    to serve an important public relations function,
12
    which is not particularly -- not the impression you
13
    would get from reading the Frank Statement.
14
        Now have you come to an opinion that the CTR
    ultimately played a role in the effort to reassure
15
    smokers and to suppress unfavorable research?
16
17
    A. Yes.
    Q. In the course of --
18
19
             MR. BLEAKLEY: Objection, leading again,
20 Your Honor.
              THE COURT: I'll let the answer stand.
2.1
    Q. In the course, Professor Jaffe, of your analysis
2.2
23
    of this prong of the broader conspiracy, did you make
24
     an effort to determine whether or not CTR adhered to
    the mission statement contained in the Frank
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                                                    8318
    Statement?
 1
 2
    A. Yes, I did.
 3
         And were you particularly interested in
 4
    attempting to determine whether or not the scientific
    director of the TIRC exhibited unimpeachable
 5
    integrity in carrying out his duties?
 6
7
 8
              MR. BLEAKLEY: Your Honor, may we have a
9
    side-bar?
10
11
12
13
14
15
16
17
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19
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21
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15
               (Side-bar discussion concluded.)
16
17
18
19
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21
22
2.3
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25
                    STIREWALT & ASSOCIATES
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               THE COURT: Let's take a short recess.
 1
 2.
               THE CLERK: Court stands in recess.
 3
               (Recess taken.)
 4
               THE CLERK: All rise. Court is again in
 5
     session.
 6
               (Jury enters the courtroom.)
               THE CLERK: Please be seated.
 7
 8
               THE COURT: Counsel.
9
               MR. GILL: Thank you, Your Honor.
10
    BY MR. GILL:
11
    Q. Professor Jaffe, will you turn to Exhibit 10493.
12
         I have it.
         This is a letter on the letterhead of the
13
     Q.
     Tobacco Industry Research Committee dated August 26,
14
     1958, and it's addressed to Mr. T. V. Hartnett,
15
    chairman, at his office on 42nd Street in New York
16
    City.
17
18
          Who was Mr. Hartnett?
19
         Well in addition to being chairman at this time
20
    of the TIRC, he was the chairman of Brown &
    Williamson and one of the signers of the Frank
2.1
    Statement on behalf of Brown & Williamson.
2.2
2.3
    Q. So back in 1954 Mr. Hartnett had signed the
24
    Frank Statement on behalf of Brown & Williamson as
2.5
    its president?
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    Α.
         That's correct.
 1
         And now four and a half years later he's the
 2
    Q.
    chairman of the committee that's going to be funding
    scientific research into all phases of tobacco use
 5
    and health.
         That's correct.
 6
    Α.
         And this letter is authored by whom?
 7
     Ο.
         It's authored by a Dr. Little, the first
 8
 9
    scientific director of the TIRC.
10 Q. And that's shown on page three.
11
   A. Correct.
12
     Q. So Dr. Little, the scientific director, is
```

- 13 writing a letter to the chairman of the TIRC.
- 14 A. Yes.
- 15 Q. Now what is Dr. Little discussing in the first
- 16 paragraph of his letter to Mr. Hartnett?
- 17 A. Well he says, "As Scientific Director of the
- 18 Tobacco Industry Research Committee it is my duty to
- 19 warn the members of that body of the serious and
- 20 dangerous effects on its research program if the
- 21 present trend continues toward the emphasis on 'tar
- 22 reduction' in advertising of cigarettes."
- 23 Q. Do you find anything in the mission statement of
- 24 the TIRC with respect to warning the tobacco industry
- 25 of anything?

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- 1 A. No. The TI -- the --
- 2 The Frank Statement describes the mission of the
- 3 TIRC and its independent scientific director as
- 4 someone whose job is going to be to find out the
- 5 truth about smoking and health and to communicate
- 6 that information to smokers.
- 7 Q. Dr. Little goes on to give reasons for his
- 8 warning; does he not?
- 9 A. Yes.
- 10 Q. If you direct your attention to reason number
- 11 three at the bottom of page one.
- 12 A. Yes. It says, "Representatives of the American
- 13 Cancer Society and other believers in the, quote,
- 14 tobacco-guilt, unquote, theory are already asking the
- 15 question as to why the vast financial resources of
- 16 the tobacco industry are not being used to promote
- 17 research in the removal of the, quote, guilty,
- 18 unquote, substances from smoke."
- 19 Q. Now if the process of creative direction were
- 20 fully underway at this point in 1958 with respect to
- 21 the threat to the industry that occurred in late
- 22 1953, would you have expected the industry to
- 23 pursuing -- to be pursuing the very things that Dr.
- 24 Little is directing the industry's attention to in
- 25 that particular paragraph?

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- 1 A. Yes, I would. I would be expecting them to --
- to try to find -- use their financial resources to
- 3 identify the guilty substances, so to speak, and to
- 4 remove them.
- 5 Q. All right. Let's look at some of the other
- 6 reasons for Dr. Little's concern as set forth on the
- 7 second page. If you'd direct your attention to
- 8 reason number six.
- 9 A. Yes. It says, "The Scientific Advisory Board
- 10 has consistently refused to accept the hypothesis of,
- 11 quote, tar, unquote, guilt for lack of substantiating
- 12 evidence and has insisted that basic research of
- various types must precede satisfactory understanding
- of the relation of tobacco to human health."
- 15 Q. And what is your understanding from a review of
- 16 the documents, Professor Jaffe, of the term "basic
- 17 research?"

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research is research that would not focus directly on
looking at smoking and health, but instead would be
focused on more general research that would attempt
to determine biological factors related to the
```

A. Well I think what he means here by basic

- 23 diseases that have been considered.
- 24 Q. And Dr. Little is using the past tense at this
- 25 point in August of 1958 with respect to the focus of STIREWALT & ASSOCIATES
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- 1 the TIRC's research program being directed toward
- 2 basic research?
- 3 A. Yes.
- 4 Q. Is that consistent with the mission statement to engage in research into all phases of tobacco use and health?
- 7 MR. BLEAKLEY: Your Honor, this was the 8 objection I raised during the side-bar.
- 9 THE COURT: No, you may answer that.
- 10 $\,$ A. Well I think that if they were going to do what
- 11 the Frank Statement said they were going to do, then
- they would be trying to understand all aspects of the
- 13 connections between smoking and health. And as we'll
- 14 see later on, some of the documents discuss
- 15 specifically the fact that they're going to use the
- 16 need for more basic research, essentially, as the
- $17\,$ $\,$ smoke screen to cover up or to divert attention from
- 18 research that directly connects smoking and health.
- MR. BLEAKLEY: Your Honor, I move to strike that answer both as non-responsive and outside the
- 21 competence of this witness's expertise.
- THE COURT: It is non-responsive.
- MR. GILL: We'll get to that other document
- 24 in a little while, Professor Jaffe.

THE WITNESS: Okay.

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- 1 MR. GILL: If you direct --
- 2 MR. BLEAKLEY: I move -- I would ask the
- 3 court to direct Mr. Gill not to make commentary and 4 just ask questions.
- 5 THE COURT: Just direct questions to the 6 witness, please.
- 7 MR. GILL: I apologize, Your Honor.
- 8 BY MR. GILL:

- 9 Q. Professor Jaffe, if you direct your attention to
- 10 paragraph seven, what is being discussed there?
- 11 A. It says, "Should increased or insistent outside
- 12 demand occur for the concentration or limitation of
- 13 the S.A.B. planned research to the field of
- 14 identifying and/or removing suspected components from
- 15 tobacco smoke, extremely unfortunate and possibly
- 16 destructive influences on the TIRC program may well
- 17 develop."
- 18 Q. Why would such influences have been destructive
- 19 on the program of TIRC?
- 20 A. Well I read this -- this section to be saying
- 21 that Dr. Little wants to preserve the course of the
- 22 TIRC in terms of basic research and is concerned that

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the competitive behavior of the companies, which is described at the beginning of the letter, is going to
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25 create increased demands for a different kind of STIREWALT & ASSOCIATES

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- 1 research; that is, research that would focus more
- 2 directly on the connection between smoking and
- 3 health, in particular, smoke constituents.
- 4 Q. Does the next paragraph of the letter also shed
- 5 light on Dr. Little's attitude toward his duties?
- 6 A. Yes.
- 7 Q. How so?
- 8 A. Well he says, "Although this serious danger
- 9 exists, I believe that it can and should be
- 10 eliminated by prompt and unanimous action by the
- 11 industry. This, I believe, should take the form of a
- 12 simple statement or statements by the public" -- I'm
- 13 sorry, "statements to the public by press, radio and
- 14 television to the effect that," and then he goes on
- 15 to list several things that companies should all
- 16 unanimously say, which is that the increase in
- 17 manufacturing of filter cigarettes is in response to
- 18 public demand and to nothing else, that the industry
- 19 does not admit adverse health effects of smoke
- 20 constituents or nicotine contained in its products
- 21 previously or now sold, with or without filters, and
- 22 that the industry will continue to support research
- 23 that will help to answer the many questions asked
- 24 concerning the possible relationship of tobacco to
- 25 human health and well-being.

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- Q. Let me stop you right there, professor.
- 2 Do you find anything significant about the
- $\ensuremath{\mathtt{3}}$ $\ensuremath{\mathtt{attitude}}$ expressed by Dr. Little in this letter to
- 4 Mr. Hartnett?
- 5 MR. BLEAKLEY: Your Honor, I object. The
- question is too broad, it's leading. It should be limited to this witness's expertise.
- 8 THE COURT: Okay. Rephrase the question.
- 9 MR. GILL: Yes, Your Honor.
- 10 BY MR. GILL:
- 11 Q. In connection with the analysis that you have
- 12 performed, Professor Jaffe, in connection with your
- 13 review of the internal documents of the industry, and
- 14 further in connection with your entire background and
- 15 experience in the area of antitrust economics, did
- 16 you find any significance in the statements expressed
- 17 by Dr. Little in this letter with respect to the
- 18 opinions you've reached in this case?
- 19 A. Yes. What this letter is doing is the
- 20 scientific director of the CTR is writing to the
- 21 chairman, who also happens to be the president of one
- 22 of the tobacco companies, and urging him and his
- 23 competitors to cease to engage in competitive
- 24 activities that are increasing smokers' concerns
- 25 about the constituents of tobacco smoke, mainly the STIREWALT & ASSOCIATES
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- 1 tar, and instead, to reform the unanimous and united
- 2 position that the Hill & Knowlton document talked
- 3 about them agreeing to four years earlier, and in so
- 4 doing, to make sure that they, in effect, maintained
- 5 this unified position, that they don't communicate by
- 6 their actions that they believe that cigarettes are
- 7 harmful, and that's not what the Frank Statement said
- 8 the scientific director's responsibilities were going
- 9 to be. The scientific director's responsibilities
- 10 were going to be to be independent of the tobacco
- 11 companies and to seek out the truth, and what we see
- 12 is that, instead, he's playing an active role in
- 13 essentially maintaining the reassurance of smokers
- 14 and trying to help avoid actions by the companies
- 15 that would do the opposite.
- 16 Q. Let's look for a moment, professor, at the
- 17 specific suggestions offered by Dr. Little to the
- 18 tobacco industry.
- 19 In connection with the first suggestion, the
- 20 increase in manufacture of filtered cigarettes is a
- 21 response to public demand and to nothing else, based
- 22 upon your review of the industry's internal
- 23 documents, did the industry conform to Dr. Little's
- 24 suggestion?
- 25 A. Yes, I think they did.

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- 1 Q. How about with respect to the second suggestion,
- 2 that the industry does not admit adverse health
- 3 effects of smoke constituents or nicotine as
- 4 contained in its products previously or now sold,
- $\,\,$ $\,$ with or without filters, did the industry conform to
- 6 that suggestion?
- 7 A. Yes, they did.
- 8 Q. And with respect to the third suggestion, what
- 9 action did the industry take in response to the
- 10 suggestion that it continue to support research that
- 11 will help to answer the many questions concerning the
- 12 possible relation of tobacco to human health and
- 13 well-being?
- 14 A. That's what they did.
- 15 Q. They continued to support the attempt to find
- 16 the answer to those questions.
- 17 A. Yes.
- 18 Q. Was there a fourth suggestion on the next page?
- 19 A. Yes. The last suggestion at the top of the next
- 20 page.
- 21 Q. Okay. What is Dr. Little discussing in that
- 22 suggestion?
- 23 A. Here he says that the -- the companies should
- 24 also unanimously say that the industry will at the
- 25 same time try to meet the wishes of the public by STIREWALT & ASSOCIATES
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- 1 providing tobacco for smoking in the form most
- 2 conducive to maintaining and increasing the
- 3 pleasurable, satisfying, and emotionally balancing

- 4 effects of this very old and almost universal custom.
- 5 Q. Based on your analysis, Dr. Jaffe, how does that
- 6 suggestion relate to Dr. Little's job description as
- 7 set forth in the Frank Statement?
- 8 MR. BLEAKLEY: Objection. This goes beyond
- 9 this witness's competence, calls for speculation.
- 10 THE COURT: No, you may answer that.
- 11 A. I think it is completely inconsistent with what
- 12 the Frank Statement said he was going to be doing.
- 13 Q. Did you find other documents in the 1958
- 14 timeframe that presented some insights into the
- 15 attitude of Dr. Little and the staff at TIRC?
- 16 A. Yes.
- MR. BLEAKLEY: Objection, Your Honor, Mr.
- 18 Gill is leading again.
- 19 THE COURT: Sustained.
- 20 Q. Would you turn, Professor Jaffe, to Exhibit
- 21 11028. Now this is an exhibit that the jury has seen
- 22 many times, Professor Jaffe. We won't spend a
- 23 large -- long period of time on it. But you are
- 24 familiar with the nature of this exhibit?
- 25 A. Yes.

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- 1 Q. And you understand that it's a report by three
- 2 scientists from BATCo-related companies with respect
- 3 to a trip to the United States in the spring of 1958
- 4 and it provides information regarding various
- 5 interviews that occurred.
- 6 A. That's correct.
- 7 Q. All right. And you know that one of the -- or
- 8 several of the interviews concerned members of
- 9 management of TIRC, including an interview with Dr.
- 10 Little on May 8th of 1958.
- 11 A. Yes, it indicates that on the next page.
- 12 Q. All right. Would you --
- Would you turn, then, to page two of the
- 14 memorandum, next page of the memorandum. And dealing
- down below, in the bottom half of the page, with
- 16 causation of lung cancer, you're familiar with the 17 statement, "With one exception (H.S.N. Greene) the
- 18 individuals whom we met believed that smoking causes
- 19 lung cancer if by 'causation' we mean any chain of
- 20 events that leads finally to lung cancer and which
- 21 involves smoking as an indispensable link, " now --
- 22 A. Yes.
- 23 Q. -- that statement would presumably include which
- 24 members of the TIRC?
- 25 A. Well it indicates on the previous page that they STIREWALT & ASSOCIATES
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- 1 did meet with Dr. Little, the scientific director, as
- 2 well as Mr. Hoyt, who was on the staff of the C --
- 3 the TIRC.
- 4 Q. Now how would you compare the attitude expressed
- 5 in this paragraph attributed to Dr. Little and Dr.
- 6 Hoyt with the attitude expressed by Dr. Little in his
- 7 letter to Mr. Hartnett a few months later with
- 8 respect to the causation issue?

- 9 MR. BLEAKLEY: Objection, again leading, it 10 again asks for the witness to speculate. 11 THE COURT: Well you may answer that. 12 Well as we saw in the letter to Dr. Hartnett, what Dr. Little is saying there is that we -- we --13 14 we want to keep doing research because we don't yet know whether smoking causes cancer, and we want to 15 do -- we're not -- we want to make sure the companies 16 17 don't take any action that would reinforce smokers' 18 belief in the causation hypothesis, which according to this document he himself had already accepted. 19 If you turn to page five of this exhibit, 2.0 Professor Jaffe, do you see there's a section of the 2.1 22 memorandum dealing with "ATTITUDE OF U.S. INDUSTRY TO 23 BIOLOGICAL TESTING?" 2.4 A. Yes. 25 Q. And it quotes some information that the authors STIREWALT & ASSOCIATES P.O. BOX 18188, MINNEAPOLIS, MN 55418 1-800-553-1953 DIRECT EXAMINATION - ADAM B. JAFFE apparently received from representatives of Liggett & 2 Myers. 3 A. Yes. 4 Q. In fact, the Liggett & Myers representatives are actually Drs. Darkis and Pates; correct? Yes, according to the memo. 6 All right. And Liggett & Myers representatives 7 Ο. go on to express the opinion in the fourth line that 8 9 "...TIRC has done little if anything constructive, 10 the constantly reiterated, quote, not proven, unquote, statements in the face of mounting contrary 11 12 evidence has thoroughly discredited TIRC, and the SAB of TIRC is supporting almost without exception 13 projects which are not related directly to smoking 14 15 and lung cancer." 16 To your understanding, what type of projects are 17 the Liggett & Myers representatives referencing in that sentence? 18 19 Well what they're saying is very consistent with what Dr. Little said in the letter to the chairman, 2.0 that what they're going to do is, instead of doing 2.1 research that would be directly related to smoking 22 23 and health, that they're going to engage in more 2.4 basic research along -- along the lines of the 25 argument that that was what was -- all that was STIREWALT & ASSOCIATES P.O. BOX 18188, MINNEAPOLIS, MN 55418 1-800-553-1953 DIRECT EXAMINATION - ADAM B. JAFFE 8340 1 called for. And how does the assessment of the constantly 2 Q. reiterated, quote, not proven, unquote, statements 3 jibe with the advice that Dr. Little was giving to

 - the industry in his letter a few months later?
 - Well it is precisely the line that he was urging 6
 - 7 the companies to stick to in his letter that we
 - 8 looked at.
 - Q. In your review of the companies' internal 9
- 10 documents, did you also attempt to analyze and
- investigate the attitude of staff members of TIRC 11
- 12 with respect to their duties?
- 13 A. Yes.

- 14 Q. Would you turn to Exhibit 11922. This is one of
- 15 the documents that you relied upon in support of your
- 16 opinions --
- 17 A. Yes.
- 18 Q. -- in this case?
- 19 MR. GILL: Your Honor, we'll offer Exhibit
- 20 11922.
- 21 MR. BLEAKLEY: No objection.
- 22 THE COURT: Court will receive 11922.
- 23 BY MR. GILL:
- 24 Q. This is an internal TIRC memorandum to Dr. C. C.
- 25 Little from J. K. Brady. Perhaps I misread the STIREWALT & ASSOCIATES
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- 1 middle initial, but J. Brady. Who was J. Brady?
- 2 A. I think he was the assistant or associate
- director of the TIRC. I don't remember the exact
- 4 title.
- 5 Q. Associate scientific director?
- 6 A. Right.
- 7 Q. So this would be a member of the CRT's
- 8 management staff reporting to his superior.
- 9 A. To his superior, the scientific director, Dr.
- 10 Little.
- 11 Q. Now does Dr. Brady in the very first paragraph
- 12 indicate his tenure with the -- with the TIRC?
- 13 A. Yes, he says he's been there for two years.
- 14 Q. And what is the purpose of his communication to
- 15 Dr. Little as expressed in that paragraph?
- 16 A. What he says is the purpose of the memo is to
- 17 clarify his feelings about the program and convey
- 18 some thoughts about it to Dr. Little.
- 19 Q. And does he convey some thoughts in the last
- 20 full paragraph on that page?
- 21 A. Yes, he does.
- 22 Q. All right.
- 23 A. He says in the last full paragraph on that page,
- 24 "To date, the TIRC program has carried its fair share
- 25 of the public relations load in providing materials STIREWALT & ASSOCIATES
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- 1 to stamp out the brush fires as they arose. While
- 2 effective in the past, this whole approach requires
- 3 both revision and expansion. The public relations
- 4 problem created by Hammond et al. was like the early
- 5 symptoms of diabetes certain dietary controls kept
- 6 public opinion reasonably healthy. When some new
- 7 symptom appeared, a shot of insulin in the way of a 8 news release, a Berkson antidote, a Rosenblatt
- 9 television rebuttal, et cetera, kept the patient
- 10 going. Again characteristic of the same disease with
- 11 age, the problem becomes more complex, response to
- treatment is slower and treatment far more complex.
- Troublesome symptoms are appearing in the almost
- 14 constant reference to cigarette smoking or the use of
- tobacco in some form in practically every article
- 16 written about disease (all forms of lung disease as
- 17 well as cardiovascular disease), tumor formation of
- 18 the upper respiratory tract, gastrointestinal

- 19 disorders, e.g., ulcer, et cetera."
- 20 Q. Let me interrupt you there, Professor Jaffe. Is
- 21 the assessment of the TIRC program provided by Dr.
- 22 Brady in this written memorandum to his superior, Dr.
- 23 Little, consistent with the mission statement of the
- 24 TIRC?
- 25 A. No. This is not consistent with what the Frank STIREWALT & ASSOCIATES
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- Statement said the TIRC was going to be; rather, it
- 2 seems to be consistent with the Hill & Knowlton
- 3 description of the broader strategy which included
- 4 the formation of this committee as essentially a
- 5 public relations endeavor by the industry.
- 6 Q. Did you find in your review of the documents
- 7 provided to you any response by Dr. Little to this
- 8 memorandum?
- 9 A. No, I did not.
- 10 Q. Now were you also interested in reviewing the
- 11 CTR annual reports that that organization issued on
- 12 an annual basis?
- 13 A. Yes.
- 14 Q. All right. Let's look at Exhibit 17873. Is
- 15 this one of the documents that you've relied upon in
- 16 support of your opinions?
- 17 A. Yes.
- 18 Q. And is this particular CTR annual report
- 19 representative of the other annual reports that you
- 20 reviewed between the timeframe of the mid-'50s to the
- 21 late '70s?
- 22 A. That's correct.
- 23 MR. GILL: We'll offer, Your Honor, Exhibit
- 24 17873.
- MR. BLEAKLEY: No objection.

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- 1 THE COURT: Court will receive 17873.
- 2 MR. GILL: Your Honor, just for the sake of
- 3 clarity for the record, I would point out that this
- 4 particular exhibit has already been introduced in the
- 5 case by defendants as MD000027, but we've used this
- 6 other copy because we found it very difficult to read
- 7 the exhibit that was introduced.
- 8 THE COURT: All right. The record will
- 9 show that.
- 10 BY MR. GILL:
- 11 Q. Professor Jaffe, what we're looking at now is
- 12 the second page, it says "ANNUAL REPORT of the
- 13 SCIENTIFIC DIRECTOR, CLARENCE COOK LITTLE."
- 14 A. That's correct.
- 15 Q. And if we went back to the first page, would we
- 16 see that this is an annual report for the period
- 17 1963-1964?
- 18 A. Yes.
- 19 Q. It's difficult to read --
- 20 A. If you had very good eyes, you could see that it
- 21 says '63 to '64.
- 22 Q. All right. And if you would go to page five of
- 23 the annual report --

24 This annual report contains over 50 pages; does

25 it not?

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- 1 A. Yes.
- Q. And it's essentially a summary of the activities
- 3 of the CTR over the 12-month period consisting of the
- 4 last half of '63 and the first half of '64?
- 5 A. That's correct.
- 6 Q. And at page five there are some introductory
- 7 remarks with respect to the nature of the report?
- 8 A. Yes. They're called observations.
- 9 Q. All right. What's being discussed there?
- 10 A. Well it gives a general overview and it
- 11 indicates at the very beginning that a decade has
- 12 passed since the TIRC, which has now had its name
- 13 changed to the CTR, began its work.
- 14 Q. And in the third paragraph, what's being
- 15 discussed there?
- 16 A. It says, "Significant advances have occurred in
- 17 scientific knowledge and understanding. It now seems
- 18 appropriate to review the progress and the problems
- 19 of this first decade, and to consider their
- 20 implications for the future."
- 21 Q. And does the next paragraph provide some
- 22 perspective?
- 23 A. Yes. It says, "Perhaps the most significant
- 24 aspect of such a review is the realization that the
- 25 passage of a substantial period of time -- and the STIREWALT & ASSOCIATES
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- 1 $\,$ accomplishment of a substantial body of work -- have
- 2 not changed the fundamental problems. As is often
- 3 the case in basic scientific exploration, intensive
- 4 research has raised more new questions than it has
- 6 and more complex than it appeared a decade ago, and

answered; the task before us is, if anything, larger

- 7 the major research problems underlying the
- 8 relationships of smoking to health, although somewhat
- 9 better defined, remain formidable."
- 10 Q. What's the essential thread of that paragraph?
- 11 A. Well the essential thread of that paragraph is
- 12 the same line that we have seen now in several
- 13 places, which is we don't know what the connection
- 14 between smoking and health is, we need to do more
- 15 research, particularly basic research, and until we
- 16 do that we won't be able to say anything about the
- 17 problems.

5

- 18 Q. Would you direct your attention to page 48 of
- 19 this exhibit, please.
- 20 A. Yes, I have it.
- 21 Q. Now we're in a portion of the exhibit in which
- 22 the CTR is setting forth abstracts of all of the
- 23 research funded by CTR that happened to be published
- 24 during the 12-month period in time in question. Is
- 25 that correct, professor?

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- 1 A. Yes, that's -- that's what the report says, yes.
- Q. And this is a section of the report that started
- 3 back at page 30 or so and then proceeds to cover
- 4 about 40 pages' worth of the report.
- 5 A. That's right. There are many, many abstracts of
- 6 different studies in this section of the report.
- 7 Q. And the abstracts are broken down into various
- 8 categories?
- 9 A. That's correct.
- 10 Q. And this is a category that deals with
- 11 psychophysiological studies.
- 12 A. That's correct.
- 13 Q. And there are two abstracts that are reported
- 14 under that category at pages 48 and 49; is that
- 15 correct?
- 16 A. That is correct.
- 17 Q. And what we're looking at now on the screen is
- 18 the first of those two studies.
- 19 A. Yes.
- 20 Q. And what type of a study is this one, the first
- 21 one?
- 22 A. Well this first one, the title of it is "TASTE
- 23 THRESHOLDS, CIGARETTE SMOKING, AND FOOD DISLIKES."
- 24 Q. And then it lists the authors.
- 25 A. Right.

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- 1 $\,$ Q. $\,$ These authors were funded by CTR and they had
- 2 their study published in a -- in a journal.
- 3 A. That's correct.
- 4 Q. And if we go to the very last sentence of this
- 5 abstract, does that indicate a summary of what this
- 6 particular study involved?
- 7 A. Yes. It says, "Apparently, food and cigarette
- 8 aversions are analogously related to taste thresholds
- 9 for the four 'classical' taste qualities."
- 10 Q. Based upon your review of the information
- 11 contained in this abstract, does this study appear to
- 12 fit into the process of creative destruction?
- 13 A. Not really. I mean I -- it's hard to tell what
- 14 it's exactly about. It seems to be something about
- 15 how people's tastes for cigarettes and foods are
- 16 related.
- 17 Q. Let's look at the second, then, of the two
- 18 abstracts under this category of psychophysiological
- 19 study. What's the title of this study?
- 20 A. It's called "ADDICTIVE ASPECTS IN HEAVY
- 21 CIGARETTE SMOKING."
- 22 Q. And based upon your review of this abstract,
- 23 does this particular study appear to have any
- 24 relationship to the process of creative destruction
- 25 or potential creative destruction?

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- 1 A. Yes, I think this is the kind of study that the
- 2 Frank Statement suggested that CTR would be doing,
- 3 because it's looking at the question of addiction,
- 4 which is an attribute or a characteristic of

- 5 cigarettes that relates to health, and that smokers
- 6 would want to know about.
- 7 Q. And once again we see the -- the researchers who
- 8 authored this study?
- 9 A. Yes.
- 10 Q. We see an indication that it was published in
- 11 the American Journal of Psychiatry --
- 12 A. That's correct.
- 13 Q. -- in April of 1963.
- 14 A. Yes.
- 15 Q. And what of significance does the abstract show
- 16 with respect to the findings and conclusions of these
- 17 authors?
- 18 A. Well at the very beginning it indicates that 15
- 19 heavy smokers were observed in a state of sudden
- 20 abstinence from cigarettes and were contrasted with a
- 21 comparable group of eleven subjects allowed to smoke
- 22 as much as they wanted. So this was an experiment
- 23 where, essentially, they took heavy smokers and made
- 24 them stop smoking.
- 25 Q. And then starting at the very bottom of that STIREWALT & ASSOCIATES
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- 1 page with the -- with the last paragraph that appears
- on the page, are there some findings reported?
- 3 A. Yes. It says, "Cardiac slowing, presumably
- vagotonic, and a lowering of diastolic blood pressure
- 5 occurred in the withdrawal group. Other less
- 6 clear-cut complaints of distress, such as 'emptiness'
- 7 and slow passage of time, seemed related to the state 8 of abstinence."
- 9 And then if you skip down to the next paragraph,
- 10 it says, "Heavy smokers thus appear to exhibit some
- 11 addictive features, showing not only social
- 12 habituation but mild physiological withdrawal
- 13 effects."
- 14 Q. Now did you review the deposition of Robert
- 15 Heimann?
- 16 A. Yes, I did.
- 17 Q. Do you recall in that deposition that he was
- 18 asked questions by the attorney for the plaintiff in
- 19 that case with respect to Mr. Heimann's awareness of
- 20 this study?
- 21 A. Well he was asked, in general, about whether he
- $22\,$ was aware of studies funded by CTR that showed that
- 23 cigarettes appeared to be addictive.
- 24 Q. And what did Mr. Heimann say in response?
- 25 A. He -- he could not recall being -- being aware STIREWALT & ASSOCIATES
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- of this kind of study funded by CTR.
- 2 Q. Now having found this particular abstract at
- 3 page 48 and 49 of the annual report, what then did
- 4 you do?
- 5 A. Well I looked to see --
- I went back to the beginning of the report where
- 7 the scientific director is summarizing the
- 8 significant developments that they have found in
- 9 their research to see whether this report was

- 10 mentioned and what the scientific director in his
- 11 report was going to say about the significance of
- 12 this study when he is summarizing the significant
- 13 research funded by CTR.
- 14 Q. If you go to page 16, please.
- 15 A. Okay.
- 16 Q. Is this the beginning of the section where the
- 17 scientific director calls attention to significant
- 18 research results achieved over the previous 10 years?
- 19 A. That's correct.
- 20 Q. And directing your attention to the fourth
- 21 paragraph under that heading, does the scientific
- 22 director report in connection with the level of
- 23 funding and the number of grants that have been
- 24 approved for funding?
- 25 A. Yes. It lists that and it says, "After a decade STIREWALT & ASSOCIATES
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- 1 of support of research it seems appropriate to review
- 2 some of the scientific findings that have been made."
- 3 And then further down at the end of that little
- 4 introductory section it says, "Of course, it is
- 5 impossible to list all of the achievements of the
- 6 Council's research. However, this review will
- 7 attempt to cite some significant illustrative
- 8 examples."
- 9 Q. And then does the report break down the
- 10 significant illustrative examples in various
- 11 categories?
- 12 A. That's right.
- 13 Q. And is one of the categories psychosocio-
- 14 logical -- psychophysiological studies?
- 15 A. Yes, that's correct.
- 16 Q. All right. Is that contained on page 26?
- 17 A. Yes.
- 18 Q. Let's go there, please.
- 19 Now are we now looking on the screen at the
- 20 entire section of the report devoted to the
- 21 significant studies relating to psychophysiological
- 22 studies?
- 23 A. Yes. Dr. Little chose to mention -- (clearing
- 24 throat) excuse me -- only two studies in this
- 25 section, and they're indicated on the screen.

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- 1 Q. And what is the nature of the discussion that
- 2 appears at this portion of the report relative to
- 3 those studies?
- 4 A. Well both of these are studies that look at
- 5 characteristics of people who smoke and basically
- 6 find that smokers are different from other people in
- 7 various respects, which is the kind of information
- 8 that the industry used to put forward the so-called
- 9 constitutional hypothesis, which tried to explain the
- 10 epidemiological evidence linking smoking to cancer on
- 11 the basis of the possibility that smoking didn't
- 12 cause cancer, it was just that people who smoked were
- 13 different from people who didn't smoke, and -- and in
- 14 some ways it might be related to the possibility of

- 15 their getting cancer.
- 16 Q. So you found no mention of the study with
- 17 respect to addictive aspects in heavy cigarette
- 18 smoking in this section of the report.
- 19 A. That's correct.
- 20 Q. Did you check to see if you might find the study
- 21 on addiction mentioned in some other category?
- 22 A. Yes. I thought, because of the nature of the
- 23 abstract, that it might have been included in the
- 24 section on cardiac studies.
- 25 Q. All right. And is that on page 20, bottom of STIREWALT & ASSOCIATES
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- 1 the page?
- 2 A. Yes, cardiovascular research.
- 3 Q. And that section goes on to page 21 as well;
- 4 does it not?
- 5 A. Yes. And page 22, there are a total of 13
- 6 different studies that are summarized in the section
- 7 on cardiovascular -- (clearing throat) excuse me --
- 8 research.
- 9 Q. Let me direct your attention to item number four
- 10 on cardiovascular research on page 21. What is Dr.
- 11 Little reporting there?
- 12 A. He's describing studies with a new instrument,
- 13 called a vibrocardiograph, have shown that the
- 14 overall effect of nicotine is closely analogous to
- 15 that of mild exercise.
- 16 Q. Is Dr. Little's treatment of that study similar
- 17 or dissimilar to the fourth suggestion he gave to the
- 18 tobacco industry with respect to its treatment of
- 19 smoking?
- 20 A. Well his identification of this study as one of
- 21 the significant findings of the CTR in the first 10
- 22 years would seem to be quite consistent with his
- 23 suggestion to the overall tobacco industry that they
- 24 should try to emphasize the desirable aspects of
- 25 smoking.

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- 1 MR. BLEAKLEY: Your Honor, I move to strike
- 2 that answer, and I move -- object to these questions.
- 3 This is the subject matter we discussed at side-bar,
- 4 I believe that the witness is going far beyond his
- 5 qualifications as an antitrust economist and is now
- 6 giving the jury his own interpretation, which
- 7 includes medical and scientific, and it shouldn't be
- 8 allowed.
- 9 THE COURT: Okay. That answer will be
- 10 stricken. You'll have to rephrase your question,
- 11 counsel.
- 12 BY MR. GILL:
- 13 Q. What interpretation did you place on the report
- 14 that Dr. Little gave regarding this particular study
- on the effects of nicotine with respect to Dr.
- 16 Little's attitude toward his job responsibilities?
 17 MR. BLEAKLEY: Same objection, Your Hono
- 17 MR. BLEAKLEY: Same objection, Your Honor, 18 and also asking the witness to speculate.
- 19 THE COURT: You can answer that.

- 20 A. Well my reason for looking at the CTR annual
- 21 reports to begin with was to try to determine whether
- 22 the CTR and Dr. Little as scientific director of CTR
- 23 were doing what the Frank Statement said the CTR was
- 24 going to do, which was to try to objectively look at
- 25 the issue of smoking and health and to convey to $$\operatorname{STIREWALT}$\& ASSOCIATES$
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- 1 smokers what they found. And what's significant to
- 2 me is that what he finds to be a significant
- 3 accomplishment in their first 10 years is a study
- 4 that appears to show a benefit of smoking, whereas
- 5 the study that they also funded that found that
- 6 smoking appeared to be addictive related to nicotine
- 7 he did not choose to mention as a scientific -- as a
- 8 significant finding.
- 9 MR. BLEAKLEY: I repeat my objection, move
- 10 to strike the answer, both on the grounds that I
- 11 previously stated and also it was non-responsive.
- 12 THE COURT: No, that answer will stand.
- 13 BY MR. GILL:
- 14 Q. Professor Jaffe, are you aware of when the first
- 15 Surgeon General's report was issued?
- 16 A. Yes, it was issued the beginning of 1964.
- 17 Q. In January of '64?
- 18 A. That's correct.
- 19 Q. And the CRT's annual report came out sometime
- after June of '64?
- 21 A. I believe that's correct, yes.
- 22 Q. How did the CTR annual report treat the issuance
- of the Surgeon General's report?
- 24 A. As far as I can tell, it doesn't -- didn't even
- 25 mention that the Surgeon General's report had been STIREWALT & ASSOCIATES
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- 1 issued or that there were any significant scientific
- 2 findings reported by the Surgeon General.
- 3 Q. Did you continue to investigate the focus of CTR
- 4 research through your review of the industry's
- 5 internal documents?
- 6 A. Yes, I did.
- 7 Q. Would you turn to Exhibit 21804, please. Is
- 8 this a document that you have relied upon in support
- 9 of your opinions, Professor Jaffe?
- 10 A. Yes, it is.
- 11 Q. And it's already been admitted into evidence.
- 12 It is a January 19, 1968 letter, and it is from
- 13 Addison Yeaman, who is listed as the vice-president
- 14 and general counsel of the Brown & Williamson Tobacco
- 15 Corporation; is that correct?
- 16 A. That's correct.
- 17 Q. And it is addressed to Messrs. Grant,--
- And I'd like you to assume that Mr. Grant was
- 19 the general counsel of Lorillard.
- 20 A. Okay.
- 21 Q. -- Mr. Haas, who was the general counsel of
- 22 Liggett, Mr. Hetsko, who as you know was the general
- 23 counsel of American Tobacco, Mr. Ramm, who was the
- 24 general counsel of RJR, Mr. Smith, the general

- 25 counsel of Philip Morris, to Mr. Forsyth with a STIREWALT & ASSOCIATES
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- 1 carbon copy to Dr. Little.
- 2 A. That's correct.
- 3 Q. Now, what is being discussed in this letter?
- 4 A. What's being discussed in this letter is the
- 5 issue of a possible reorientation of the research
- 6 program of the CTR.
- 7 Q. And in the first paragraph of the letter there's
- 8 an indication that the author, Mr. Yeaman, was joined
- 9 by Janet Brown and Cy Hetsko at a luncheon.
- 10 A. That's correct.
- 11 Q. And they had a discussion with respect to two
- 12 principal items.
- 13 A. Yes, the idea of increased participation by our
- 14 respective R&D directors and/or overall problems
- 15 relating to health, and Brown & Williamson's concern,
- 16 which the author understood to be shared generally,
- in varying degrees, for some reassessment and
- 18 possible realignment or reorientation of CTR.
- 19 Q. Given the mission statement of CTR as set forth
- 20 in the Frank Statement, can you account for a
- 21 situation in which the general counsel of the
- 22 tobacco-company sponsors of CTR are discussing a
- 23 reorganization of that body?
- MR. BLEAKLEY: Objection, Your Honor.
- THE COURT: You may answer that.

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- 1 A. Well as I said when I first talked about the
 - Frank Statement, there was inherent potential
- 3 conflict of interest between the financial interests
- 4 of the tobacco company -- companies and their stated
- 5 financial -- sorry -- their stated goal with respect
- 6 to CTR, which was to find out the truth about smoking
- 7 and health. I would think that if they were trying
- 8 to avoid that conflict of interest and let CTR do the 9 job that they said it was going to do, the last
- 10 people you'd want deciding what the policy for CTR
- 11 would be would be the general counsel of the tobacco
- 12 companies.
- 13 Q. Do you find any significance to the fact that
- 14 Mr. Yeaman let Dr. Little know what Mr. Yeaman and
- 15 the other general counsel were discussing in terms of
- 16 a reorganization of the CTR?
- 17 A. Well it suggests that Dr. Little was certainly
- 18 aware of the fact that this was the way things were
- 19 going.
- 20 Q. What's being discussed in the second
- 21 paragraph --
- MR. BLEAKLEY: Excuse me, Your Honor, can I
- 23 have a continuing objection to questions asking the
- 24 witness to comment on the involvement of lawyers?
- 25 THE COURT: I think you better make your STIREWALT & ASSOCIATES
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objection, counsel, when you feel it's appropriate.
 1
              MR. BLEAKLEY: All right. Then I move to
 2
 3
    strike that answer.
 4
              THE COURT: That answer will stand.
 5
    BY MR. GILL:
    Q. What's being discussed in the second paragraph,
 6
7
    Professor Jaffe?
    A. It says, "The discussion was highly useful. I
 8
    got the impression that Lorillard, like Brown &
9
    Williamson certainly and others of us possibly, has
10
    considerable concern as to whether we are spending
11
    our dollars in the most useful way and specifically
12
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- whether we might derive greater value, both short and 13
- 14 long term, from CTR were it re-oriented and perhaps -
- 15 in a sense - re-organized."
- 16 According to the Frank Statement, Professor
- 17 Jaffe, who was to benefit from the operation of CTR?
- 18 A. The smokers.
- 19 Q. What's being discussed in the third paragraph?
- 20 A. Well in the third paragraph he then goes in to
- 21 talking about this orientation, and he talks about
- discussing it with Janet Brown, and he lays out an 22
- argument that he represents Janet Brown as having 23
- 24 articulated at the meeting, and basically the gist of
- that argument is that CTR should not be reoriented. 25

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- And the two arguments that he lays down from Janet
- Brown as to why it should not be reoriented, he says, 2.
- "With apologies to Janet if I misstate her position, 3
- the argument seems to be that by operating primarily
- in the field of research of the disease we do at 5
- least two useful things: 6
 - "First, we maintain the position that the existing evidence of a relationship between the use of tobacco and health is inadequate to justify
- research more closely related to tobacco. 10
- 11 "Secondly, that the study of the disease keeps
- 12 constantly alive the argument that, until basic
- 13 knowledge of the disease itself is further advanced,
- it is scientifically inappropriate to devote the 14
- 15 major effort to tobacco."
- 16 Q. And what type of research is the research of the 17
- disease?

7

8

9

- 18 A. Essentially basic research looking at
- 19 fundamental biological mechanisms rather than
- 20 research that would focus on the link between tobacco
- 21 and disease.
- MR. BLEAKLEY: I object to that, Your 22
- 23 Honor, and move to strike it. This witness is not
- 24 competent to give that kind of testimony.
- 25 THE COURT: Sustained.

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- BY MR. GILL: 1
- 2 Q. Professor Jaffe, are the views attributed to Ms.
- Brown with respect to the focus of the TIRC's 3
- research consistent or inconsistent with the mission
- statement contained in the Frank Statement?

- 6 A. This articulation of the purpose of CTR is
- 7 inconsistent with the mission that was laid out in
- 8 the Frank Statement.
- 9 Q. Would Ms. Brown's views promote the process of
- 10 creative destruction?
- 11 A. No. This approach was clearly designed to
- 12 suppress creative destruction.
- 13 Q. And have you reviewed Dr. Glenn's testimony
- 14 before Congress with respect to the focus of CTR
- 15 research as of the 1990s?
- 16 A. Yes, I did.
- 17 Q. Would you turn to Exhibit 4700, please. This
- 18 concerned testimony by Dr. Glenn, who was then the
- 19 former scientific director of CTR and the present CEO
- 20 of CTR before Congress in the spring of 1994. Do you
- 21 understand that?
- 22 A. Yes.
- 23 Q. All right. And if you would direct your
- 24 attention to page 368 of that exhibit. A transcript
- 25 appears there of a portion of the sworn testimony STIREWALT & ASSOCIATES
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- 1 that Dr. Glenn gave before a congressional committee;
 - correct?
- 3 A. Yes
- 4 Q. All right. Directing your attention to the
- 5 second question that appears on that page,
- 6 Congressman Synar asks Dr. Glenn whether he's
- 7 familiar with the CTR council report of 1993, and Mr.
- 8 Glenn indicates that he is.
- 9 A. Yes.
- 10 Q. And then how does the exchange continue?
- 11 A. The congressman asks: "Out of the 296 studies
- 12 $\,$ in your index, where you funded about 19.5 million in
- grants; as I see from the index only 10 or about 10 of the projects have anything to do with tobacco. Do
- 15 you dispute that?"
- 16 And Mr. Glenn says, "No, sir."
- 17 Q. Okay. And does Mr. Glenn then go on to explain
- 18 the basis for the disparity between studies that are
- 19 focused on smoking and health versus other types of
- 20 studies?
- 21 A. Yes, he does.
- 22 Q. What does he say?
- 23 A. He says, "Because, Mr. Synar, medical research
- 24 in general has taken the turn towards basic
- 25 fundamental understanding of cell regulation and STIREWALT & ASSOCIATES
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- 1 deregulation. Until we understand these processes,
- 2 we cannot explain any diseases. And our research is
- 3 at the forefront, along with the National Cancer
- 4 Institute and the National Institutes of Health and
- 5 the various other private funding agencies."
- 6 Q. How do Dr. Glenn's views on that subject compare
- 7 with Attorney Brown's views as expressed in the
- 8 previous exhibit that was authored some 26 years
- 9 previously?
- 10 A. Well he's basically 26 years later still making

- 11 the same argument, which is we've got to work on
- 12 basic fundamental understanding before we can turn to
- 13 the specific question of the connection between
- 14 smoking and health.
- 15 Q. In your review of the industry's internal
- 16 documents, have you found documents that indicated
- 17 attempts to suppress research that was occurring in
- 18 the field of smoking and health?
- 19 A. Yes, I have.
- 20 Q. Would you turn to Exhibit 13909, please. Is
- 21 this one of the documents you relied upon in forming
- 22 your opinions, Dr. Jaffe?
- 23 A. Yes.
- 24 Q. And is this document consistent with other
- 25 documents that you've reviewed on the same subject? STIREWALT & ASSOCIATES
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- 1 A. Yes, it is.
- 2 MR. GILL: We'll offer, Your Honor, Exhibit
- 3 13909.
- 4 MR. BLEAKLEY: No objection, Your Honor.
- 5 THE COURT: Court will receive 13909.
- 6 BY MR. GILL:
- 7 Q. Now this is a three-page document; is it not?
- 8 A. That's correct.
- 9 Q. And if we go to the second page, we see that it
- 10 relates to a report dealing with the Auerbach-Hammond 11 paper.
- 12 A. That's correct.
- 13 Q. And if we go to the last page, we see the
- 14 author.
- 15 A. Yes. It's by I. W. Hughes from Brown &
- 16 Williamson.
- 17 Q. And he also gives the date.
- 18 A. February 11th, 1970.
- 19 Q. All right. And I'd like you to assume that Dr.
- 20 Hughes was then a scientist working for Brown &
- 21 Williamson and that he ultimately served as the
- 22 president and CEO of Brown & Williamson during the
- 23 period 1980 to 1986.
- 24 A. Okay.
- 25 Q. Now from your review of the internal documents STIREWALT & ASSOCIATES
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- of the industry, do you have some understanding of
- 2 the nature of the work that Dr. Auerbach was doing in
- 3 connection with smoking and health?
- 4 A. Yes. Dr. Auerbach had conducted an experiment
- 5 or a series of experiments where he had dogs inhale
- 6 cigarette smoke through an incision in their throat,
- 7 and he found -- or he reported that he had found that
- 8 several of the dogs that were smoking had developed
- 9 lung cancer.
- 10 Q. Now in your analysis of this matter, did you try
- 11 to evaluate the merits of Dr. Auerbach's discoveries
- 12 in either direction?
- 13 A. No. My purpose was not to determine whether Dr.
- 14 Auerbach's results were valid or not, my purpose was
- 15 to look at how the companies dealt with this in order

- 16 to understand whether they were acting consistent
- 17 with what I believe to be the collusive agreement or
- 18 whether they were acting with respect to this event
- in a way I would expect competitive firms to act.
- 20 Q. Now directing your attention back to the first
- 21 paragraph of the report by Dr. Hughes, does he set
- 22 forth there his general assessment of Dr. Auerbach's
- work as of February 1970?
- 24 A. Yes. He says, "Although open to criticism on
- 25 several counts, the general standard of the paper is STIREWALT & ASSOCIATES
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- 1 good. I am of the view that" -- that is Dr.
- 2 Hughes -- "that this shows it is now possible to
- 3 produce tumors in the respiratory system of an animal
- 4 by direct inhalation."
- 5 Q. All right. And then if you go to the very last
- 6 paragraph of the report on page two -- actually it is
- 7 the third page of the exhibit, but it's marked page
- 8 two on the report. It's labeled (h).
- 9 A. Yes, I see that.
- 10 Q. Does he basically sum up his views with respect
- 11 to this Auerbach research there?
- 12 A. Yes. He says, "All the above" -- meaning his
- 13 various analyses of the paper -- "All the above leads
- 14 me to the view that correlation with the human is
- 15 still way off; but I accept that significant
- 16 tumorigenic conditions following inhalation has been
- 17 achieved."
- 18 Q. Now at the very beginning of this exhibit, did
- 19 Dr. Hughes express some other thoughts regarding the
- 20 potential implications of the Auerbach work?
- 21 A. Yes.
- 22 Q. All right. Let's go back, then, to the very
- 23 first page of Exhibit 13909. What is Dr. Hughes
- 24 discussing there?
- 25 A. Well he's, in effect, thinking about the STIREWALT & ASSOCIATES
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- l implications of the Auerbach work for the industry,
- 2 and he says, "I would imagine that the industry could
- $3\,$ $\,$ be asked what it's going to do following the Auerbach
- 4 publication.
- 5 "Is it possible to adopt the stance that 'the
- 6 work is significant and important, and the industry
- 7 will sponsor a research project (in which Auerbach
- 8 collaborates) aimed at repeating the experiment under
- 9 statistical control to determine the significance of
- 10 $\,$ the rate of incidence of invasive squamous carcinoma
- 11 in relation" --
- 12 Q. Now let -- let me interrupt you right there. As
- 13 far as you can tell, Professor Jaffe, did the
- 14 industry ever untake -- undertake those types of
- 15 studies?
- 16 A. No, it didn't.
- 17 Q. Please continue.
- 18 A. And then he says, "(This type of experiment
- 19 needs to be done so that the industry can become
- 20 aware of how it might have to change its products, as

- 21 inhalation techniques and experimental procedures
- 22 become more sophisticated and possibly produce even
- 23 more damaging results.)"
- Q. Now how do the last thoughts expressed there by
- $\,$ Dr. Hughes on the implications of the Auerbach work $\,$ STIREWALT & ASSOCIATES $\,$
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- 1 relate, if at all, to the process of creative
- 2 destruction?
- 3 A. Well I think what Dr. Hughes is saying here is
- 4 very similar to something I said earlier, which is
- 5 that if these companies were competing, then findings
- 6 of this sort would be viewed as something that
- 7 required a competitive response, that required the
- 8 companies to think about the consequences for their
- 9 own research program, and what he's saying is, you
- 10 know, this -- this seems to be an important result
- 11 and we need to be doing the work that's going to put
- 12 us in a position to deal with similar results as they
- 13 come out in the future.
- 14 Q. Professor Jaffe, did you come across any
- 15 documents that indicated that CTR and other cigarette
- 16 companies also took an interest in Dr. Auerbach's
- 17 work?
- 18 A. Yes.
- 19 Q. All right. Would you go to Exhibit 12607. Is
- 20 this a document that you relied upon in forming your
- 21 opinion, Dr. Jaffe?
- 22 A. Yes.
- MR. GILL: Your Honor, we'll offer 12607.
- MR. BLEAKLEY: No objection.
- 25 THE COURT: Court will receive 12607. STIREWALT & ASSOCIATES
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- 1 BY MR. GILL:
- 2 Q. Now first of all, Professor Jaffe, let me ask
- 3 you: Did you gain an understanding as to whether or
- 4 not CTR, as a funding organization, played any role
- 5 in the Auerbach beagle studies?
- 6 A. I haven't seen any evidence that they were
- 7 providing research support to Dr. Auerbach.
- 8 Q. Now Exhibit 12607 is a document produced by RJR;
- 9 is that correct?
- 10 A. Yes, that's correct.
- 11 Q. It's an interdepartment memorandum to Mr.
- 12 Vassallo, who was vice-president of research and
- department at RJR, in November of 1970, and it's from
- 14 Dr. Murray Senkus, who was the director of research
- 15 and development at that time.
- 16 A. That's correct.
- 17 Q. And it concerns "MINUTES OF MEETING TO DISCUSS
- 18 RESULTS OF EXPERIMENTS WITH SMOKING DOGS CONDUCTED BY
- 19 DR. OSCAR AUERBACH" at the office of The Council for
- 20 Tobacco Research on November 3, 1970; correct?
- 21 A. Yes. Yes.
- 22 Q. This meeting, then, occurred approximately nine
- 23 months after Dr. Hughes had offered his assessment of
- 24 the implications of the Auerbach beagle study;
- 25 correct?

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- 1 A. That's correct.
- 2 Q. All right. And does the memorandum then go on
- 3 to identify the participants of this meeting?
- 4 A. Yes.
- 5 Q. And could you summarize what's contained in that
- 6 section, please.
- 7 A. Well the first group of participants, Dr.
- 8 Kensler, Dr. Spears, Dr. Wakeham and Dr. Senkus, are
- 9 scientists; the latter three are scientists employed
- 10 by tobacco companies. I believe Dr. Kensler was an
- 11 outside consultant to the tobacco industry.
- 12 $\,$ Q. $\,$ And it indicates that they are TWG participants.
- 13 What is a TWG participant?
- 14 A. The TWG was the Tobacco Working Group which had
- 15 been set up by the government through the National
- 16 Cancer Institute that involved both scientists from
- 17 the industry as well as outside the industry working
- 18 on the issue of the possibility of a safer cigarette.
- 19 $\,$ Q. And so it indicates above that a discussion was
- 20 held preliminary to the presentation to be made by
- 21 Dr. Auerbach to the Tobacco Working Group of the
- 22 National Cancer Institute on November 9, 1970.
- 23 A. That's correct.
- 24 Q. So six days before that meeting, the meeting is
- 25 occurring at CTR in which four of the members of this STIREWALT & ASSOCIATES
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- 1 TWG working group that will be hearing Dr. Auerbach
- 2 are now going to be discussing his work.
- 3 A. That's correct.
- 4 Q. Who else was participating?
- 5 A. Well the next group of participants, there's a
- 6 Dr. Fagan, who apparently has some affiliation with
- 7 Philip Morris, and then two individuals, Mr. Holtzman
- 8 and Mr. Hall from the legal department at Philip
- 9 Morris, and a Mr. Shinn from the law firm of Shook,
- 10 Hardy in Kansas City.
- 11 Q. Who else was there?
- 12 A. And last group are the CTR staff, basically
- 13 either employees of the CTR, and then also Dr.
- 14 Sheldon Sommers, who's the chairman of the SAB.
- 15 Q. And Dr. Sommers at that point had apparently
- 16 succeeded Dr. Little?
- 17 A. Well he's indicated here as the chairman of the
- 18 SAB
- 19 Q. All right. And so there may be the chairman of
- 20 the SAB as well as the scientific director of the
- 21 CTR?
- 22 A. As I understand it, those were typically
- 23 different people.
- 24 Q. They were typically different people?
- 25 A. Different people, yes.

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1 Q. Okay.

```
of 1970, whether it was still Dr. Little or whether
    that was after he left.
    Q. But in any case, Dr. Sommers is referenced under
    the heading of "CTR Staff."
 6
7
         That's correct.
        And Drs. Kreisher, Lisanti and Hockett are all
8
    Ο.
9
    associate scientific directors; are they not?
10
    A. Yes.
11
    Ο.
         All right. Does the last paragraph, then,
    indicate what occurred at the meeting?
12
    A. Yes. It says, "The medical people at the
    meeting, namely, Fagan, Kreisher, Lisanti, Hockett
14
15
    and Sommers, emphasized the following points which
    should be raised with Dr. Auerbach after his
16
    presentation with the NCI on November 9:"
17
    Q. All right. Now before we go to the next page,
18
19
    let me ask you whether --
20
         In your opinion, is the makeup of this group of
21
    people that got together on this day consistent with
22
    the pledge in the Frank Statement that CTR would
    assist the research effort impartially with respect
23
    to the smoking-and-health issues that had arisen?
25
    A. Well again if the -- if the purpose of this
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    meeting within the broader context of CTR was to
 1
    learn the truth, the presence at the meeting of the
    lawyers from both Philip Morris and from an outside
 3
    law firm would seem to suggest the possibility of
 4
 5
    conflict of interest.
    Q. All right. Let's go on --
 6
7
              MR. BLEAKLEY: I didn't hear the last part
8
    to that question.
              THE COURT: "Conflict of interest."
9
              MR. BLEAKLEY: I object to that, move to
10
    strike that as irrelevant, improper, and not within
11
12
    the scope of this witness's expertise.
13
              THE COURT: Sustained.
14
         Why don't we take a break and go to lunch.
              MR. GILL: Thank you, Your Honor.
15
              THE CLERK: Court stands in recess, to
16
17
    reconvene at 1:45.
18
              (Recess taken.)
19
20
21
22
23
24
25
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 1
                        AFTERNOON SESSION.
 2
              THE CLERK: All rise. Court is again in
 3
    session.
 4
              (Jury enters the courtroom.)
 5
              THE CLERK: Please be seated.
 6
              THE COURT: Counsel.
```

I'm not sure who was the scientific director as

- 7 MR. GILL: Thank you.
- 8 Good afternoon, Your Honor. Good afternoon
- 9 ladies and gentlemen.
- 10 (Collective "Good afternoon.")
- 11 BY MR. GILL:
- 12 Q. Good afternoon, Professor Jaffe.
- 13 A. Good afternoon, Mr. Gill.
- 14 Q. When we broke for lunch, I believe we were
- 15 discussing Exhibit 12607. Could you turn to the
- 16 first page of that exhibit, please.
- 17 A. Yes, I have it.
- 18 Q. I think we mentioned down at the very bottom of
- 19 that page there was an indication that the group of
- 20 people who had gathered at CTR on November 4, 1970
- 21 were going to have a discussion about points which
- 22 should be raised with Dr. Auerbach after his
- 23 presentation at the National Cancer Institute, which
- 24 was six days away.
- 25 A. That's correct.

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- 1 Q. And then the memo goes on on page two to list
- 2 three points that the group intends to raise with Dr.
- 3 Auerbach.
- 4 A. That's correct.
- 5 Q. And in this context, the group would apparently
- 6 be the participants in this meeting who happened to
- 7 be members of the TWG committee of NCI.
- 8 A. That's right.
- 9 Q. Now the -- the first is -- is rather difficult
- 10 to read. What -- what is being discussed in the
- 11 second of the three points that are going to be
- 12 raised after Professor Auerbach speaks at NCI?
- 13 A. The second point is essentially a $\operatorname{--}$ a criticism
- 14 about the way the experiment was conducted. It says,
- 15 "first, the surgeries on the tracheas and then the
- 16 insertion of plastic smoking tubes into the incisions
- 17 no doubt were disturbing to the dogs. These
- 18 conditions probably caused chronic infections,
- 19 hemorrhaging, swelling of tissues just a whole host
- 20 of traumatic and damaging experiences. It was
- 21 reported that the dogs were docile and friendly and
- 22 appeared to enjoy the smoking." And then it says,
- 23 "This is a misinterpretation" because "in the desire
- 24 to please, the dogs covered up the stress and
- 25 trauma."

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- 1 $\,$ Q. So the members discussed the notion that somehow
- the dogs covered up the stress from this trauma
- induced by Dr. Auerbach's experiment due to a desire
- 4 to please Dr. Auerbach?
- 5 A. That's what --
- 6 MR. BLEAKLEY: Objection, Your Honor, he's
- 7 leading the witness again.
- 8 THE COURT: It is leading.
- 9 Q. Now let's move on, Professor Jaffe, to the next
- 10 point that the participants discussed.
- 11 A. Yes. The next point has to do with the slides

- 12 in which Dr. Auerbach shows that in his judgment
- 13 there had been cancerous -- cancers developed in
- 14 dogs. And it says -- it says, "In medical terms
- 15 these are referred to as squamous cell carcinoma.
- 16 And "In Dr. Sommers' opinion, the photographic
- 17 quality of the slides is unbelievely poor." And he
- 18 couldn't understand why Dr. Auerbach did not employ
- 19 the readily available professional skills for the
- 20 preparation of the slides.
- 21 Q. And then he goes on to discuss "Purely on the
- 22 basis of the quality of the slides, the
- 23 interpretation is meaningless...?"
- 24 A. He said it's meaningless. And then the next
- 25 paragraph says, "Under any circumstances, only one of STIREWALT & ASSOCIATES
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- 1 the slides suggests a carcinoma."
- Q. Now we had previously reviewed Dr. Hughes' of
- 3 $\,$ B&W assessment of the Auerbach work some nine months
- 4 before.
- 5 A. That's correct.
- 6 Q. How does this assessment compare with Dr.
- 7 Hughes' assessment?
- 8 MR. BLEAKLEY: Objection, Your Honor, this
- 9 goes beyond this witness's competence.
- 10 THE COURT: Well you can compare what you
- 11 read.
- 12 A. Well Dr. Hughes indicated in his memo that
- 13 although there were questions about the technique,
- 14 that it was his opinion that on the whole it did show
- 15 that tumorigenic response had been elicited.
- 16 Q. Now we've seen that three of the participants in
- 17 this meeting at CTR were attorneys; is that correct?
- 18 A. That is correct.
- 19 Q. Two were in-house attorneys at Philip Morris,
- 20 $\,$ and the third was an outside attorney from the firm
- 21 of Shook, Hardy.
- 22 A. That's correct.
- 23 Q. From an economic point of view, Professor Jaffe,
- 24 what type of incentive would attorneys for cigarette
- 25 companies have had with respect to the notion of STIREWALT & ASSOCIATES
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- pursuing Dr. Auerbach's experimental work through
 further funding?
- 3 MR. BLEAKLEY: Objection, Your Honor, it
- 4 calls for speculation, it's irrelevant.
- 5 THE COURT: You may answer.
- 6 A. Well I think the economic incentive of the
- 7 lawyers would have been to preserve the financial
- 8 interests of their clients, the tobacco companies,
- 9 which would have --
- 10 So for that reason they would have desired to
- 11 undermine the credibility of Dr. Auerbach's results.
- MR. BLEAKLEY: Move to strike that answer,
- 13 Your Honor.
- 14 THE COURT: Yes. That's non-responsive.
- 15 Q. Professor Jaffe, were there any other occasions
- 16 that you found in your review of the industry's

- 17 internal documents where CTR and industry
- 18 representatives addressed Dr. Auerbach's work?
- 19 A. Yes.
- 20 Q. Would you move to Exhibit 12296, please. This
- 21 is another memorandum produced from the files of RJR;
- 22 is that correct?
- 23 A. That is correct.
- Q. And the date of this memorandum is December 22,
- 25 1971?

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- 1 A. That's correct.
- Q. So we're just about one year beyond the date of
- 3 the last memorandum?
- 4 A. Little more than a year, yes.
- 5 Q. And this is another memorandum that's to Mr.
- 6 Vassallo?
- 7 A. That's correct.
- 8 Q. And again as seen on page one, the author is Dr.
- 9 Senkus.
- 10 A. That's correct.
- 11 Q. And this is another meeting at The Council for
- 12 Tobacco Research that occurred on December 21, 1971,
- 13 as shown in the upper left-hand corner.
- 14 A. That's correct.
- 15 Q. Does it indicate the purpose of this meeting?
- 16 A. Yes. It says the meeting was held at CTR to
- 17 discuss further Auerbach smoking experiments on dogs
- 18 under the sponsorship of the NCI.
- 19 Q. So Dr. Auerbach is apparently seeking further
- 20 funding from NCI to do additional research work
- 21 relating to smoke-inhalation studies involving dogs.
- 22 A. That's correct.
- MR. BLEAKLEY: Objection, Your Honor,
- 24 leading.
- THE COURT: Well it is leading. I'll let
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- 1 it stand.
- Q. Who was present at this meeting?
- 3 A. Well again there's a list of participants on the
- 4 first page. There's three people from The Council
- 5 for Tobacco Research, Vincent Lisanti, William Hoyt
- 6 and Robert Hockett; three people from Philip Morris,
- 7 Alex Holtzman, Roger Saleeby and Helmut Wakeham; and
- 8 two people from RJR, Mr. Roemer and Murray Senkus.
- 9 Q. And Mr. Holtzman was one of the participants in
- 10 the meeting that occurred approximately a year
- 11 before?
- 12 A. As indicated in the previous document, yes.
- 13 Q. And he's an in-house attorney at Philip Morris.
- 14 A. That's correct.
- 15 Q. Are you aware of the fact that Mr. Roemer was an
- in-house attorney at RJR at that time?
- 17 A. I believe that's correct, yes.
- 18 Q. All right. What's indicated in the first
- 19 portion of the next section dealing with the
- 20 background to this meeting?
- 21 A. Well what it indicates is that the NCI --

- 22 (clearing throat) excuse me -- is negotiating with
- 23 Auerbach to conduct further smoking experiments on
- 24 dogs, and these additional experiments, it says, as
- 25 defined by the NCI, the objective would be to STIREWALT & ASSOCIATES
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- 1 determine the effect of nicotine on smoking dogs.
- 2 Q. From what you've reviewed in the documents, does
- 3 the type of research that Dr. Auerbach was now
- 4 proposing to be funded at NCI have anything to do
- 5 with the issue of smoking and health?
- 6 A. Yes, I think it would, because it would -- it
- 7 would -- by looking at the effect of nicotine on
- 8 dogs, it would provide potentially useful information
- 9 about the effect of nicotine on humans.
- 10 Q. If we look at the next page of this exhibit,
- 11 does it indicate what conclusions this group of
- 12 people reached with respect to their attitude toward
- 13 Dr. Auerbach's request for funding?
- 14 A. Yes. It says, "It was concluded that discussion
- 15 of the pertinent scientific data with Dr. Gori will
- 16 convince him that the Auerbach experiments should be
- 17 abandoned. The staff at CTR will assemble the
- 18 information that is to be submitted to Dr. Gori. The
- 19 Research Directors of the tobacco companies will meet
- 20 with the CTR staff on January 17 to prepare the final
- 21 report at that time. In a telephone conversation,
- 22 Dr. Gori has agreed to meet with the Research
- 23 Directors on January 18 to discuss these data."
- 24 Q. From an economic point of view, Professor Jaffe,
- 25 what type of competitive behavior is being discussed STIREWALT & ASSOCIATES
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- 1 in that paragraph?
- 2 A. Well I think, taken in connection with the Frank
- 3 Statement and what the companies indicated the
- 4 function of CTR was going to be, which was going to
- 5 be to try to learn the truth about smoking and health
- 6 and communicate it, it seems to me it's
- 7 anti-competitive for the CTR and the research
- 8 directors of the companies instead to expend their
- 9 efforts at trying to convince some other funding
- 10 agency of the national -- of the government not to
- 11 fund this research. If -- if they believed it was
- 12 not valid research, obviously, they could choose
- themselves not to fund it. But I don't see within
- 14 the mission of the Frank Statement why these folks
- would have gotten together to try to convince the
- 16 federal government not to engage in a certain kind of
- 17 research related to smoking and health.
- 18 Q. Would the very type of research that Dr.
- 19 Auerbach was proposing have fallen within the mission
- 20 statement of CTR?
- 21 A. Yes, I believe so.
- 22 Q. In these last two exhibits, Professor Jaffe,
- 23 we've seen meetings that have occurred between staff
- 24 members of CTR, industry scientists and industry
- 25 lawyers; is that correct?

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- 1 A. Yes.
- 2 Q. Are these two exhibits --
- Are these two documents representative of other documents that you have reviewed that involve a
- 5 similar cast of characters?
- 6 A. Yes.
- 7 Q. Have you seen any internal documents in which
- 8 the cast of characters was extended to the highest
- 9 levels of management within these companies?
- 10 A. Yes, I have.
- 11 Q. Would you turn to Exhibit 10295, please.
- 12 Is this a document that you have relied upon in
- 13 support of your opinions?
- 14 A. Yes.
- 15 MR. GILL: We'll offer, Your Honor, Exhibit
- 16 10295.
- 17 MR. BLEAKLEY: No objection.
- THE COURT: Court will receive 10295.
- 19 BY MR. GILL:
- 20 Q. Just in general, Professor Jaffe, what is this
- 21 document?
- 22 A. This document is a set of handwritten notes
- 23 taken by Helmut Wakeham of a CTR Executive Committee
- 24 meeting on November 30th of nineteen seventy -- I
- 25 guess on my copy I cannot see the complete date, but STIREWALT & ASSOCIATES
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- 1 I believe it was sometime in the early '70s, and
- 2 these are Dr. Wakeham's notes of the meeting.
- 3 Q. What is the rectangle, the vertical rectangle
- 4 that appears in the middle of the first page?
- 5 A. That appears to be the table around which the
- 6 meeting was held, and what Dr. Wakeham has done is
- 7 written in the names of the participants in the
- 8 meeting, where they sat at the meeting.
- 9 Q. And do you see the initials HW in the lower
- 10 right-hand corner of the table?
- 11 A. Yes.
- 12 Q. That's apparently Dr. Wakeham's position?
- 13 A. I believe so, yes.
- 14 Q. All right. Let's start up at 12:00 o'clock and
- work through the identities of the participants in
- 16 this meeting of the CTR Executive Committee on
- 17 November 30, I believe the evidence will show it's
- 18 1970.
- 19 First of all we have Hoyt. That would be Dr.
- 20 Hoyt of CTR; is that correct?
- 21 A. Yes.
- 22 Q. And then Ramm?
- 23 A. Yes.
- 24 Q. Do you know who Mr. Ramm was?
- 25 A. Yeah, I believe -- (clearing throat) excuse STIREWALT & ASSOCIATES
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- 1 me -- I believe Mr. Ramm was from R. J. Reynolds.
- 2 Q. And are you aware that in answers to

- 3 interrogatories, defendants have indicated that Mr.
- 4 Ramm was formerly the general counsel of RJR?
- 5 A. Yes.
- 6 Q. And does this document show that at this
- 7 particular meeting he was elected chairman of CTR?
- 8 A. Yes. Just below the picture of the table, it
- 9 indicates that.
- 10 Q. All right. And then going down the right side
- of the table, it indicates Dr. Sommers is present?
- 12 A. That's correct.
- 13 Q. And we've just seen who Dr. Sommers was from the
- 14 previous two exhibits.
- 15 A. That's right. He was the chairman of the
- 16 Scientific Advisory Board of the CTR.
- 17 Q. And then outside of Dr. Sommers, to the right on
- 18 the exhibit, is Dr. Hockett.
- 19 A. Yes. The associate director -- associate
- 20 scientific director of CTR.
- 21 Q. And below Dr. Sommers is Alec Galloway. We know
- 22 who he is; don't we?
- 23 A. Yes. He was the chairman of Reynolds.
- ${\tt 24}\,-\,{\tt Q.}\,$ He was the chairman and CEO of Reynolds Tobacco
- 25 until June 18, 1970, approximately five months before STIREWALT & ASSOCIATES
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- 1 this meeting; correct?
- 2 A. Yes. That's a good point.
- 3 Q. And below Mr. Galloway is William Smith?
- 4 A. Yes.
- 5 Q. And according to answers to interrogatories
- 6 filed by the defendants in this case, it was Mr.
- 7 Smith who succeeded Mr. Galloway as president and CEO
- 8 of RJR in June of 1970. Do you understand that?
- 9 A. That's my understanding.
- 10 Q. And then behind Mr. Smith is Dr. C. C. Little?
- 11 A. Yes.
- 12 Q. He at this time is the retiring chairman or he's
- 13 the retiring scientific director of CTR.
- 14 A. That's correct.
- 15 Q. Then below Mr. Smith is Lester Pollack, and it's
- 16 indicated that he's with Loews Lorillard?
- 17 A. I think it says Lorillard, yes.
- 18 Q. And behind him is Bob Tisch with Loews
- 19 Lorillard. Mr. Tisch was the president and CEO of
- 20 Lorillard at that time.
- 21 A. That's my understanding.
- 22 Q. And below Mr. Pollack is Curtis Judge. Do you
- 23 know who he was?
- 24 A. I'm forgetting as I sit here.
- Q. Mr. Judge was the senior executive at STIREWALT & ASSOCIATES
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- 1 Lorillard --
- 2 A. Okay.
- 3 Q. -- and eventually the president and CEO of
- 4 Lorillard.
- 5 A. Right.
- 6 Q. And below Mr. Judge is Arthur Stevens. Do you
- 7 recall that Arthur Stevens is the general counsel of

- 8 Lorillard?
- 9 A. Okay.
- 10 Q. And below him is Mr. Holtzman, the attorney that
- 11 we've seen on the previous exhibits from Philip
- 12 Morris.
- 13 A. Yes, I understand that.
- 14 Q. Now the --
- We haven't been able to identify the two
- 16 gentlemen outside of Stevens and Holtzman, Brooks and
- 17 whatever the other name is, but continuing down below
- 18 Mr. Wakeham, we have Mr. Bowling. Do you understand
- 19 that he was a senior attorney at Philip Morris?
- 20 A. That's correct.
- 21 Q. And Mr. Cullman, who was the president and CEO
- 22 of Philip Morris.
- 23 A. That's correct.
- Q. And then going up the table we have P. Smith.
- 25 Do you remember who Paul Smith was?

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- 1 A. No, I'm afraid I don't.
- 2 Q. From the earlier exhibit with regard to the
- 3 letter to the Committee of Counsel from Mr. Yeaman,
- do you recall that Mr. Smith was the general counsel
- 5 of Philip Morris?
- 6 A. Okay. That's right.
- 7 O. And above him is Mr. Finch, Ed Finch. The
- 8 defendants have indicated that he was a senior
- 9 executive, and I believe president at that time, of
- 10 Brown & Williamson; right?
- 11 A. Right.
- 12 Q. Outside of those gentlemen would be J. Brown.
- 13 Do you recognize that name?
- 14 $\,$ A. $\,$ I would believe that's Janet Brown, who was an
- 15 outside attorney for American Tobacco.
- 16 Q. And above Mr. Finch would be Mr. Yeaman, the
- 17 general counsel of Brown & Williamson?
- 18 A. Brown & Williamson, right.
- 19 Q. And later the CEO of the CTR.
- 20 A. Right.
- 21 Q. And above him would be Mr. Hetsko. We know Mr.
- 22 Hetsko?
- 23 A. Yes. He's the general counsel of American
- 24 Tobacco.
- 25 Q. And outside of Mr. Hetsko and just above him STIREWALT & ASSOCIATES
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- 1 would be Mr. Kornegay. Do you recognize his name?
- 2 A. Yes. I believe he's the head of The Tobacco
- 3 Institute.
- Q. So The Tobacco Institute president is also
- 5 attending the CTR executive board meeting.
- 6 A. The notes indicate that, yes.
- 7 Q. And above Mr. Hetsko would be B. Walker. Do you
- 8 understand that he was the president and CEO at the
- 9 time of American Tobacco?
- 10 A. Yes.
- 11 Q. And outside of him would be Mr. Hardy. Do you
- 12 know who Mr. Hardy was?

- 13 A. I believe he's an attorney with Shook, Hardy,
- 14 one of the outside law firms.
- 15 Q. And above him would be Mr. Heimann, whose
- 16 deposition you reviewed.
- 17 A. Yes. Another top executive from American
- 18 Tobacco.
- 19 Q. And who succeeded Mr. Walker as president and
- 20 CEO of American.
- 21 A. Okay.
- 22 Q. And then at the top of the table on the left
- 23 side would be Mr. Shinn. Do you recall seeing his
- 24 name on one of the previous exhibits?
- 25 A. Yes. He was identified in one of the previous STIREWALT & ASSOCIATES
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- 1 exhibits as an attorney, an outside attorney.
- Q. Now just below the table, as you previously
- 3 indicated, there's a section that deals with
- 4 proceedings, and apparently the first proceeding that
- 5 occurred was the election of Mr. Ramm as chairman.
- 6 A. Yes, that's correct.
- 7 Q. And if you'd look at the third page of this
- 8 exhibit, in the middle of that third page there's an
- 9 indication that Mr. Ramm makes a statement.
- 10 A. Yes. It says "Ramm" --
- 11 Q. See that?
- 12 A. "Ramm makes statement."
- 13 Q. And he first mentions what the purpose of the
- 14 CTR is.
- 15 A. That's correct.
- 16 Q. And then his statements, according to Dr.
- 17 Wakeham's notes, appear to continue through the
- 18 remainder of that page into the next page; is that
- 19 correct?
- 20 A. Yes, that's correct.
- 21 Q. Going to the next page, it becomes a little bit
- 22 difficult to read, but about one-third of the way
- 23 down do you see a reference to Dr. Little?
- 24 A. Yes. It says, "Little has served well," and
- 25 then has a dash and it says, "Scientific Director STIREWALT & ASSOCIATES
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- 1 Emeritus."
 - ? Q. What's your interpretation of that?
- 3 A. My interpretation of that is that Dr. Little is
- 4 stepping down as scientific director and will take
- 5 the title of scientific director emeritus.
- 6 Q. And then a few lines below, does Dr. Wakeham
- 7 indicate that there was some discussion with respect
- 8 to the nature of the person who should replace Dr.
- 9 Little?
- 10 A. Yes. It's a few lines down and it says, "Expect
- 11 scientific director to be dedicated to the 'truth',"
- 12 and the word "truth" is in quotation marks.
- 13 Q. Are you accustomed to seeing the word "truth"
- 14 used in quotation marks?
- MR. BLEAKLEY: Objection, Your Honor. I
- don't think that his seeing the word "truth" in
- 17 quotation marks is relevant.

- MR. GILL: I'll ask it another way, Your
- 19 Honor.

- THE COURT: Rephrase it.
- 21 BY MR. GILL:
- 22 Q. Based on your interpretation of this document,
- 23 Professor Jaffe, what is the significance of placing
- 24 "truth" in quotes?
- 25 MR. BLEAKLEY: Objection, Your Honor, it STIREWALT & ASSOCIATES
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- 1 calls for speculation.
 - THE COURT: You may answer if you know.
- 3 A. Well I would have expected, based on the Frank
- 4 Statement, that the scientific director would be
- 5 dedicated to the truth without quotation marks.
- 6 Q. And is there a further discussion on this page
- 7 with respect to locating a scientific director who
- 8 will be dedicated to the, quote, truth, unquote?
- 9 A. Yes. A little --
- 10 It continues in the next set of notes, it says
- 11 that Spencer Stuarts & Associates are searching, it
- 12 mentions someone in Philadelphia and five other
- 13 candidates, and then it says "Legal counsels
- 14 interview and scientific directors of companies can
- 15 give valuable assistance."
- 16 Q. And what's your interpretation of that
- 17 discussion?
- 18 A. It's indicating that the legal counsels are
- 19 going to interview the candidates for scientific
- 20 director.
- 21 Q. The candidates who must be dedicated to the
- 22 truth.
- 23 A. That's correct.
- 24 Q. And just above the reference to Spencer Stuart &
- 25 Associates is there an indication of the priority STIREWALT & ASSOCIATES
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- 1 that the -- that Mr. Ramm places upon the location of
- 2 such an individual?
- 3 A. Yes. It says, "Finding scientific director most
- 4 important and first order of business."
- 5 Q. Now did Dr. Wakeham write a follow-up memo to
- 6 this one?
- 7 A. Yes, he did.
- 8 Q. Would you turn to Exhibit 11586, please.
- 9 A. I have it.
- 10 Q. Now this is a memorandum that Mr. -- Dr. Wakeham
- 11 writes to Mr. J. F. Cullman III, who of course
- 12 attended the executive board meeting as shown in
- 13 these notes.
- 14 A. That's correct.
- 15 Q. And the date is December 8, 1970.
- 16 A. Yes, about 10 days after the meeting actually
- 17 occurred, which is referred to in the first line of
- 18 the memo itself.
- 19 Q. So we know that this memo is in reference to the
- 20 handwritten notes of Dr. Wakeham because he
- 21 specifically mentions that this memo is with respect
- 22 to the November 30 meeting of the CTR Executive

- 23 Committee; is that right?
- 24 A. That's correct.
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- 1 A. Well the title is "'Best' Program for CTR," and
- 2 he's giving Mr. Cullman some views about what should
- 3 happen with CTR.
- 4 Q. Does he ask in the first paragraph, "What kind
- of CTR program is best for the industry?"
- 6 A. Yes.
- 7 Q. And does he provide some observations with
- 8 respect to that subject matter as the memo continues?
- 9 A. Yes, he does. The first thing he does under his
- 10 number one stated objective or purpose of the CTR, he
- 11 has here in quotation marks, "'To aid and assist
- 12 research into tobacco use and health, and to make
- 13 available to the public factual information on this
- 14 subject, close quote."
- 15 Q. Now is that part consistent with the mission
- 16 statement of CTR --
- 17 A. Yes.
- 18 Q. -- as set forth in the Frank Statement?
- 19 A. Yes, it is.
- 20 Q. Okay.
- 21 A. And he says, "This is a very broad statement
- 22 which has been interpreted more narrowly to," and he
- 23 quotes again, "'providing financial support for
- 24 research by independent scientists...' 'to provide
- 25 significant data about lung cancer, heart disease, STIREWALT & ASSOCIATES
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- chronic respiratory ailments, and other diseases,'"
- 2 and he indicates that that second quote is from the
- 3 1968-'69 report of the scientific director of the
- 4 CTR-USA.
- 5 Q. So the more narrow interpretation is the
- 6 interpretation provided by the scientific director of
- 7 CTR?
- 8 A. That's right. He's quoting the report of the
- 9 scientific director who has narrowed the original
- 10 focus and is now -- is describing it in terms of
- 11 essentially basic research about these diseases
- 12 rather than the broader statement about tobacco use
- 13 and health.
- 14 Q. And who authored the 1968-'69 report of the
- 15 scientific director?
- 16 A. Dr. Little.
- 17 Q. And how consistent is the statement attributed
- 18 to Dr. Little with respect to the '68-'69 report to
- 19 the earlier sentiments expressed by Dr. Little with
- 20 respect to the focus of CTR research?
- 21 A. They are very consistent.
- 22 Q. Now what is your interpretation of this
- 23 particular paragraph in terms of its significance?
- 24 A. Well essentially it's just another indication,
- 25 as perceived by Dr. Wakeham right after this

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- 1 important Executive Committee meeting, that as of
- 2 this time in 1970 Dr. Little has taken the broad
- 3 statement of research into tobacco use and health and
- 4 narrowed it in terms of a more focused program that
- 5 looks more at the diseases than at the connection
- 6 between tobacco use and health.
- 7 Q. Then there's a second stated objective of the
- 8 purpose of CTR as set forth by Dr. Wakeham; is there
- 9 not?
- 10 A. Yes.
- 11 Q. He says, "It has been stated that CTR is a
- 12 program to find out, quote, the truth about smoking
- 13 and health, unquote. What is truth to one is false
- 14 to another. CTR and the Industry have publicly and
- 15 frequently denied what others find as, quote, truth,
- 16 unquote. Let's face it. We are interested in
- 17 evidence which we believe denies the allegation that
- 18 cigarette smoking causes disease."
- What is your interpretation of the significance of that statement?
- 21 A. Well that statement, particularly taken together
- 22 with the notes that we saw a few minutes ago where
- 23 that same word, "truth" in quotes, appeared at the
- 24 meeting where the CEOs of all of the companies were
- 25 sitting around the table discussing the future of CTR STIREWALT & ASSOCIATES
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- 1 and the need for a new scientific director dedicated
- 2 to finding the truth, in quotation marks, I believe
- 3 that Dr. Wakeham is now telling us exactly what that
- 4 meant, which was that we're interested in evidence
- $\,\,$ $\,$ which we believe denies the allegation that cigarette
- 6 smoking causes disease, which is not the mission that
- 7 was set out for the CTR in the Frank Statement.
- 8 MR. BLEAKLEY: Your Honor, I move to strike
- 9 that answer as speculative, non-responsive, and
- 10 beyond the expertise of this witness.
- 11 THE COURT: Well the answer will stand.
- 12 BY MR. GILL:
- 13 Q. Professor Jaffe, can you summarize for us at
- 14 this time your opinions with respect to the role that
- 15 CTR played in the prong of the conspiracy related to
- 16 the reassurance of smokers and suppression of
- 17 unfavorable research?
- 18 A. Yes. What we've seen from the documents that
- 19 we've looked at, beginning, really, in the very
- 20 beginning of CTR in the 1950s, going through the
- 21 1960s and 1970s, and then continuing even with the 22 testimony of Dr. Glenn in the '90s, is that what was
- 23 originally portrayed as an effort to find out the
- 24 truth about smoking and health and convey that to
- 25 smokers instead was used essentially as a cover.

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- 1 They funded scientific research, they funded good
- 2 scientific research, but the scientific research that
- 3 they funded was aimed generally at understanding the

- mechanisms of disease, was not primarily focused on 4
- 5 determining whether or not smoking was harmful, and
- in those occurrences where they did fund research 6
- 7 that found evidence that smoking was harmful, that
- information was not treated as significant 8
- 9 information, was not highlighted by the scientific
- director or presented to the public as being the 10
- 11 significant findings that in 1954 they said they were
- 12 going to pursue.
- 13 Q. Professor Jaffe, did The Tobacco Institute also
- 14 play a role in the industry's efforts to reassure
- smokers and to suppress the impact of unfavorable
- research findings? 16
- 17 A. Yes.
- Would you turn to Exhibit 14573, please. Is 18 Q.
- 19 this a document that you've relied upon in forming
- your opinions, Professor Jaffe? 2.0
- 21 A. Yes.
- 22 MR. GILL: We'll offer, Your Honor, Exhibit
- 23 14573.
- 24 MR. BLEAKLEY: Excuse me a moment, Your
- 25 Honor.

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- 1 No objection.
- THE COURT: Court will receive 14573. 2.
- BY MR. GILL: 3
- 4 Q. Professor Jaffe, this exhibit is a memorandum
- 5 sent to Mr. Kloepfer at The Tobacco Institute;
- correct? 6
- 7 A. Yes, that's what it indicates.
- 8 Q. And the date is October 18, 1968?
- A. Yes. 9
- And it is from Hill & Knowlton? Q. 10
- 11 Α. Yes.
- Q. And the subject is, "Tobacco and Health Research 12
- 13 Procedural Memo."
- 14 A. Yes, that's correct.
- 15 Q. All right. And the author indicates that as
- 16 requested, this is a memo on the writing and
- 17 production of Tobacco Health and Research.
- 18 A. Tobacco --
- 19 Q. And then he --
- 20 A. I'm sorry, Tobacco and Health Research, which is
- 21 underlined, indicating that that's a publication that
- is going to be produced.
- 23 Q. And the author indicates the target audience for
- 24 this particular publication?
- A. It says it's doctors and scientists. 25

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- And then going to page two, at the top of that 1
- page does the author address what types of stories
- this publication ought to focus upon?
- A. Yes. It says, "The most important type of story 4
- 5 is that which casts doubt on the cause and effect
- theory of disease and smoking."
- 7 Q. Now based upon your review of the internal
- 8 documents of the industry, what do you view as the

- 9 difference between CTR and TI in terms of the roles
- 10 they played in the prong of the conspiracy that we've
- 11 been discussing?
- 12 A. Well based on the documents I've seen, they
- 13 played similar roles in the sense that they were
- 14 actively involved in the reassurance of smokers, with
- 15 the difference being that with respect to TI there
- 16 was no pretense that the organization was anything
- 17 other than a public relations operation of the
- 18 industry.
- 19 Q. Did you also review press releases issued by The
- 20 Tobacco Institute over a span of several years?
- 21 A. Yes, I did.
- 22 Q. Was there any particular thread that you found
- 23 running through those press releases?
- 24 A. The press releases of TI, and also the press
- 25 releases of CTR for that matter, during this period, STIREWALT & ASSOCIATES
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- tended to focus on emphasizing that causation had not
- 2 been proven, that there was still a controversy, and
- 3 that more research needed to be done before it could
- 4 be concluded that smoking caused disease.
- 5 Q. Did those press releases of both The Tobacco
- 6 Institute and the CTR tend to focus on casting doubt
- 7 on the cause-and-effect theory of disease and
- 8 smoking?
- 9 MR. BLEAKLEY: Objection, Your Honor. Mr.
- 10 Gill is leading again.
- 11 THE COURT: Sustained.
- 12 BY MR. GILL:
- 13 Q. How would you characterize the focus of those
- 14 press releases?
- 15 A. Well I think, as I indicated in my previous
- 16 answer, the focus in the press releases was
- 17 undermining the argument that smoking causes disease
- 18 and highlighting purported evidence to the contrary.
- 19 Q. Now based upon the documents that you reviewed, 20 Professor Jaffe, did CTR and The Tobacco Institute
- 21 receive any help in connection with their roles in
- 22 the conspiracy?
- 23 A. Yes.
- Q. Would you turn to Exhibit 10165, please.
- 25 All right. This is a handwritten set of notes STIREWALT & ASSOCIATES
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- 1 dated April 21, 1978.
- 2 A. That's correct.
- 3 Q. You understand that the author of this memo has
- 4 been identified as Mr. Judge, who in 1978 was the
- president and CEO of Lorillard.
- 6 A. That's my understanding.
- 7 Q. One of the participants at the CTR Executive
- 8 Committee meeting that occurred on November 30th,
- 9 1970.
- 10 A. That's correct.
- 11 Q. All right. What did you find significant about
- 12 this particular document in terms of this prong of
- 13 the conspiracy?

- 14 A. Well in the first paragraph there after the
- 15 number one, what Mr. Judge says is that "We have
- 16 again 'abdicated' the scientific research directional
- 17 management of the Industry to the 'Lawyers' with
- 18 virtually no involvement on the part of scientific or
- 19 business management side of the business." And from
- 20 the point of view of a competitive industry engaged
- 21 in, first of all, collectively trying to find out the
- 22 truth about disease and then individually competing
- 23 to provide consumers with what they wanted, I would
- 24 not expect that the scientific directional management
- of the industry would be abdicated to the lawyers.

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- 1 Q. Did --
- 2 A. Certainly with virtually no involvement of the
- 3 scientific or business management.
- 4 Q. Well based upon your understanding of the role
- 5 of the process of creative destruction in bringing
- benefits to consumers, what type of role would you
- 7 expect scientists to play in such a process versus
- 8 attorneys?
- 9 A. Well I'd expect scientists to be eager to pursue
- 10 scientific research, and I would expect management to
- 11 be eager to pursue the competitive objectives of the
- 12 industry. The lawyers, particularly where they're
- 13 clearly talking here about a collective group of
- 14 lawyers, not just, for example in Mr. Judge's case,
- 15 Lorillard lawyers, I would expect to be interested in
- 16 protecting the industry and suppressing that kind of
- 17 progress forward.
- 18 MR. BLEAKLEY: Move to strike the last part
- 19 of that answer, Your Honor.
- 20 THE COURT: Well that will stand.
- 21 BY MR. GILL:
- 22 Q. Professor Jaffe, did you find any further
- 23 indications as to whether or not Lorillard continued
- 24 to oppose the control of lawyers over scientific
- 25 research?

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- 1 A. Yes.
- 2 Q. Would you look at Exhibit 21127.
- 3 A. I have it.
- 4 Q. We'll just let Ms. Sutton catch up.
- 5 All right, Professor Jaffe, this is an exhibit
- 6 that's previously been admitted into evidence. The
- 7 first page is a September 18, 1981 letter to Joseph
- 8 Greer, Esquire, vice-president and general counsel of
- 9 Liggett. Do you see that?
- 10 A. Yes.
- 11 Q. And the letter is on the stationery, obviously,
- 12 of Webster & Sheffield, a New York law firm, and it's
- 13 signed on the second page by a Francis K. Decker,
- 14 Jr., --
- 15 A. Yes.
- 16 Q. -- an attorney with that firm.
- Now Mr. Decker is apparently providing some type
- 18 of report to Mr. Greer.

```
Yes. It indicates in the first line that the
    letter is essentially a cover letter for notes taken
20
21
    at a meeting of the Committee of General Counsel held
22
    on September 10th, 1981 at the law firm of Chadbourne
2.3
    & Parke.
2.4
    Q. So Mr. Decker apparently attended a meeting of
    that group, took some notes, and is providing some
25
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                                                    8406
    synopsis of his notes to the general counsel of
    Liggett, his client.
 2
         That's my understanding.
 3
         Okay. If you would go to Bates stamp document
 4
 5
    748, please. Now at this portion of the -- of the
    report by Mr. Decker of this meeting of the generals
 6
    counsel of the cigarette companies, Mr. Decker is
7
    reporting on, first of all, the status of the case,
9
    and then in number three he's reporting on NCI
    workshop on sidestream smoke. Do you see that?
10
11
    A. Yes.
         What's being discussed there?
12
    Q.
13
    A. Well as it indicates in the paragraph right
    below that, Mr. Stevens from Lorillard is reporting
14
15
    to the group that "Dr. Spears," who's a scientist at
    Lorillard, had "said that Tom Owens, Gory's
16
    assistant" -- Gori being a scientist with the
17
    National Cancer Institute -- had "called Spears. NCI
18
19
    received a grant application re side-stream smoke and
20
    exposure of humans." NCI is proposing to have a
    workshop. They've invited a bunch of people to the
21
22 workshop, including Dr. Spears. Spears is
    recommending that he go.
23
24
        And then the document goes on to show that the
25
    attorneys at this meeting then discussed whether or
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    not it was desirable for Dr. Spears of Lorillard to
    attend this meeting sponsored by the National Cancer
 2.
    Institute.
 3
              THE COURT: Counsel, we'll have to
 4
5
    take a short recess.
 6
              MR. GILL: Thank you, Your Honor.
7
              THE CLERK: Court stands in recess.
8
              (Recess taken.)
              THE CLERK: All rise. Court is again in
9
10
    session.
11
              (Jury enters the courtroom.)
12
              THE CLERK: Please be seated.
13
              THE COURT: Counsel.
14
              MR. GILL: Thank you, Your Honor.
15
    BY MR. GILL:
16
    Q. Before the break, Professor Jaffe, I think you
17
    were telling us that at Bates stamp page 748 of
    Exhibit 21127, a discussion was occurring in which
18
    Mr. Stevens, the general counsel of Lorillard, was
19
20
    explaining an incident that related to a contact by a
21
    member at NCI to Dr. Spears at Lorillard.
22
    A. That's correct.
23
    Q. All right. And it related to a proposal that
```

- 24 NCI fund a study on sidestream smoke.
- 25 A. Yes.

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- Q. And the date of this document, again, is what?
- 2 A. Was in 1981. The meeting was September 10th,
- 3 1981.
- 4 Q. And the previous document, the handwritten notes
- 5 of Mr. Judge with respect to the abdication to
- 6 attorneys of scientific direction, that was occurring
- 7 in 1978; correct?
- 8 A. That's correct.
- 9 Q. So we're about three years beyond the time of
- 10 the Judge memo here.
- 11 A. That's correct.
- 12 Q. All right. And now do the attorneys then have a
- 13 discussion, according to these notes by Mr. Decker,
- 14 of this particular proposal for a research project at
- 15 NCI?
- 16 A. Yes. There's a discussion of it on page seven.
- 17 This Dr. Epstein, who has made the proposal, is
- 18 characterized as being anti-tobacco and as being
- 19 uncontrollable, and in the end what they conclude is
- 20 that if Dr. Spears goes, he may stop us from
- 21 attacking him later. And it says, "I am inclined to
- 22 let them go."
- 23 Q. All right. First of all, Mr. Shinn, the
- 24 attorney from Shook, Hardy, has some comments with
- 25 respect to Mr. Epstein having made an application and STIREWALT & ASSOCIATES
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- 1 being in touch with Mr. Panzer at The Tobacco
- 2 Institute.
- 3 A. Yes.
- 4 Q. And then Mr. Finnegan, who was a partner of Mr.
- 5 Jacob --
- 6 Do you understand that the firm of Jacob
- 7 Meninger did outside legal work for the tobacco
- 8 industry?
- 9 A. Yes.
- 10 Q. And they both indicate that Epstein is
- 11 uncontrollable and will not help the industry.
- 12 A. That's what Mr. Finnegan indicates, yes.
- 13 Q. But then Mr. Jacob indicates if Dr. Spears goes
- 14 to this meeting, he may stop us from attacking it
- 15 later, referring to the Epstein project?
- 16 A. I believe so, yes.
- 17 Q. And Mr. Stevens says that he is inclined to let
- 18 Dr. Spears attend the meeting.
- 19 A. Yes.
- 20 Q. What do you make of this exchange?
- 21 A. Well here we have Dr. Spears, a scientist at
- 22 Lorillard who's been contacted by the government
- 23 about a meeting, and instead of deciding together
- 24 with other people at Lorillard whether it would make
- 25 sense from Lorillard's perspective for him to go to STIREWALT & ASSOCIATES
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- 1 this meeting, this issue is brought to the Committee
- 2 of Counsel, and it's discussed by this group of
- 3 lawyers from all of the companies as well as outside
- 4 attorneys, and it appears that this is exactly the
- 5 kind of control of the scientific directional
- 6 management of the industry being in the hands of
- 7 lawyers that Mr. Judge was referring to about three
- 8 years before.
- 9 Q. And Dr. Spears has precipitated the entire
- 10 discussion by informing the general counsel of his
- 11 company of the contact from the representative at
- 12 NCI.
- 13 A. That's correct.
- 14 Q. Is this incident compatible or incompatible with
- 15 the criticism offered by Mr. Judge three years
- 16 earlier?
- 17 A. Well it -- it would indicate that Lorillard by
- 18 this point of time, three years later, is going along
- 19 basically with the scientific directional management
- 20 being in the hands of lawyers rather than trying to
- 21 change that.
- 22 Q. Professor Jaffe, did you review other documents
- 23 that addressed the leadership role of the Committee
- 24 of Counsel regarding the industry's response to
- 25 health issues?

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- 1 A. Yes.
- 2 Q. All right. Would you turn to Exhibit 10518,
- 3 please. Is this a document upon which you've relied,
- 4 Professor Jaffe, in forming your opinions?
- 5 A. Yes.
- 6 MR. GILL: Your Honor, we'll offer Exhibit
- 7 10518.
- 8 MR. BLEAKLEY: Your Honor, we do object to
- 9 this document. This is hearsay, it has hearsay
- 10 within hearsay in it.
- MR. GILL: Your Honor, this document was
- 12 produced from the files of Philip Morris, and it is a
- 13 report prepared by BATCo, apparently in the ordinary
- 14 course of business. It contains admissions under
- 801(d)(2), and it furthermore is an exception to the
- 16 hearsay rule with respect to records kept in the
- ordinary course of business under 803(06).
- 18 THE COURT: The court will receive 10518.
- 19 BY MR. GILL:
- 20 Q. Now the title of this report is "REPORT ON
- 21 POLICY ASPECTS OF THE SMOKING AND HEALTH STRATEGY IN
- 22 U.S.A."
- 23 A. I think it says "...SMOKING AND HEALTH SITUATION
- 24 IN THE U.S.A."
- Q. You're correct. Once again, my glasses have STIREWALT & ASSOCIATES
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- 1 failed me.
- 2 Professor Jaffe, does this document --
- 3 Was this document prepared by a scientist at
- 4 BATCo?

- 5 A. Yes. That's what the document indicates.
- 6 Q. And do you realize that this document, based on
- 7 the Bates stamp number, was actually produced in this
- 8 case from the files of Philip Morris?
- 9 A. That's my understanding, yes.
- 10 Q. And if you look in the upper right-hand corner
- 11 of this face page of the document, what do you see
- 12 there?
- 13 A. The initial HW, which we've seen before.
- 14 Q. Indicating what?
- 15 A. I believe that those are Helmut Wakeham's
- 16 initials. This was presumably his copy of this
- 17 document.
- 18 Q. And that for some reason someone at BATCo
- 19 provided a copy of this document to Mr. Wakeham.
- 20 A. Yes.
- 21 Q. Philip Morris is certainly not part of the BATCo
- 22 family of tobacco companies; is it?
- 23 A. No.
- 24 Q. All right. The document also states at the top
- 25 of the face page that it is strictly confidential? STIREWALT & ASSOCIATES
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- 1 A. That's correct.
- Q. Now basically is this document another report
- 3 based on meetings with representatives of the tobacco
- 4 industry?
- 5 A. Yes. That's what it says.
- 6 Q. All right. Would you go to the page that bears
- 7 the Bates stamp number 101, please. In this portion
- 8 of the document the author is reporting on legal
- 9 matters and the differences between U.S. and the
- 10 United Kingdom?
- 11 A. That's correct. That's correct.
- 12 Q. All right. In the second paragraph the author
- 13 states, "In the U.S., by far the most important
- 14 factor conditioning action by the manufacturers is
- 15 the law situation and the danger of costly damages
- 16 being awarded against the manufacturers in a flood of
- 17 cases. Not so long ago the drug industry was faced
- 18 with some 300 lawsuits with claims totaled 50 to 60
- 19 million dollars, almost all of which in the end were
- 20 settled out of court, so this type of danger is real.
- 21 The leadership of the U.S. smoking and health
- 22 situation therefore lies with the Powerful Policy
- 23 committee of senior lawyers advising the industry,
- 24 and their policy, very understandably, in effect is,
- 25 quote, don't take any chances, unquote."

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- What is the significance of that language with respect to the opinions that you have formed in this case?
- 4 A. Well this BATCo document reporting on their
- 5 impressions in 1964 on visiting the U.S. is basically
 - confirming what I said a few minutes ago about that
- 7 when -- what the lawyers, particularly acting
- 8 collectively as a group from the different companies,
- 9 are going to do is they're going to act to try to

- 10 protect the interests of their clients, which is to
- 11 protect the status quo and not take any chances, and
- 12 that that is going to tend to be inimical to the
- 13 notion of creative destruction, which is inherently a
- 14 risky proposition when the firms are freely
- 15 competing.
- 16 Q. Does the author state as much in the final
- 17 sentence of that paragraph?
- 18 A. He says, "It is a situation that does not
- 19 encourage constructive or bold approaches to smoking
- 20 and health problems, and it also means that the
- 21 Policy Committee of lawyers exercises close control
- 22 over all aspects of the problems."
- 23 Q. And is that sentiment expressed in October of
- 24 1964 in this report consistent with the sentiment
- 25 expressed by Mr. Judge 14 years later in 1978? STIREWALT & ASSOCIATES
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- 1 A. Yes.
- Q. And as indicated by the exchange among the
- 3 Committee of Counsel regarding the NCI workshop on
- 4 sidestream smoke in 1981?
- 5 A. Yes.
- 6 Q. Now did you also find in your review, Professor
- 7 Jaffe, of the internal documents of the industry
- 8 instances in which defendants used lawyers to
- 9 suppress the potential disclosure of scientific
- 10 research?
- 11 A. Yes.
- 12 Q. Would you turn to Exhibit 11178. This is a
- 13 document that was produced from the files of BATCo
- 14 Ltd.; is that correct?
- 15 A. That's correct.
- 16 Q. And it is a confidential memorandum from a Mr.
- 17 M. J. Hardwick to three gentlemen who are listed at
- 18 the top of the page; correct?
- 19 A. Yes.
- 20 Q. Do you understand that Mr. A. L. Heard worked in
- 21 the research and development department of BATCo, and
- 22 that he was head of biotechnology?
- 23 A. That's my understanding.
- 24 Q. And Mr. Hardwick, the author, is the manager of
- 25 research and development-production at the

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- 1 Southampton research facilities of BATCo.
- 2 A. Okay.
- 3 Q. Now he indicates that the subject of the memo is
- 4 "MATERIAL FROM BROWN & WILLIAMSON," and the date of
- 5 the memo is January 9, 1985; correct?
- 6 A. Correct.
- 7 Q. All right. What does he report?
- ${\tt 8}\,{\tt A.}\,{\tt He}$ reports that he got a phone call from someone
- 9 named Ray Pritchard, and that he, that is, Mr.
- 10 Pritchard, had received a letter from Dr. I. W.
- 11 Hughes, who was with Brown & Williamson, indicating a
- 12 mechanism for our sending scientific information to
- 13 B&W. "In principle it will mean our mailing
- 14 contentious information to a legal man called

- 15 Maddox" -- and he indicates he's not sure what
- 16 company Mr. Maddox is with -- "with a covering letter
- 17 from us saying that Millbank has asked that he," that
- 18 is Maddox, "receive it."
- 19 Q. Now as of this point in time, January of 1985,
- 20 do you recall what position Dr. I. W. Hughes held at
- 21 Brown & Williamson?
- 22 A. I believe he was the president of Brown &
- 23 Williamson.
- 24 Q. President and CEO.
- 25 A. Okay.

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- 1 Q. And do you understand that Mr. Pritchard, the
- 2 gentleman who phoned Mr. Hardwick, would become the
- 3 president and CEO of Brown & Williamson upon the
- retirement from that post of Mr. Hughes in 1986, the
- 5 next year?
- 6 A. Yes, that's my understanding.
- 7 Q. All right. Is there further discussion of this
- 8 incident in Exhibit 11180?
- 9 A. That's correct.
- 10 Q. Would you return to that, please.
- 11 Once again we have a document that is on the
- 12 letterhead of the British-American Tobacco Company
- 13 Ltd., and this is a letter from Mr. Pritchard to Mr.
- 14 Hardwick.
- 15 A. Yes.
- 16 Q. And it's January 10, 1985, so it's the next day,
- 17 essentially, relative to the previous exhibit.
- 18 A. That's correct.
- 19 Q. Okay. Now what is Mr. Pritchard reporting to
- 20 Mr. Hardwick in this letter?
- 21 A. It says, "Would you please arrange for all
- 22 reports and materials for worldwide distribution
- emanating from G.R. & D.C., " which is the BATCo
- 24 research facility in England, "to be sent to Robert
- 25 L. Maddox, Jr., of Wyatt, Tarrant & Combs," and it STIREWALT & ASSOCIATES
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- 1 gives an address in Louisville, Kentucky. And then
- 2 it says, "This firm should not be listed as a
- 3 distributee in the documents nor should B&W. Any
- mail sent to Maddox should be accompanied by a simple
- 5 covering letter indicating that BAT Millbank has
- 6 asked that he should receive it."
- 7 Q. The previous document refers to contentious
- 8 documents. What is your interpretation of that term?
- 9 MR. BLEAKLEY: Objection, Your Honor,
- there's no foundation for this witness being able to tell us what "contentious" means.
- 12 THE COURT: Well you can give us Webster's
- 13 definition, I guess.
- MR. BLEAKLEY: No, that -- that isn't what
- 15 he asked for, Your Honor. He asked for him to
- 16 interpret this document.
- 17 THE COURT: Counsel, counsel, I told him
- 18 what he could answer to the question.
- 19 MR. BLEAKLEY: Okay. Well I also object on

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20 the grounds that this witness has no competence to
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- 21 interpret documents discussing matters over which he
- 22 has no personal knowledge, no foundation.
- 23 THE COURT: You may give us your definition
- 24 of "contentious."
- 25 A. "Contentious" means material that people would STIREWALT & ASSOCIATES
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1 want to argue about.

4

9

- Q. Now from the standpoint of competitive behavior,
- 3 how would you characterize this incident?
 - MR. BLEAKLEY: Objection, Your Honor,
- 5 there's no foundation for that either.
- 6 THE COURT: You may answer that.
- 7 A. Well what's happening here is that Brown &
- 8 Williamson, which is an affiliate of BATCo, which has
 - long-standing relationships whereby there's research
- 10 that's done in the facility in the United Kingdom
- 11 that is commercially useful and relevant for -- for
- 12 B&W, is in -- from the -- from the president of B&W
- calling up and telling the people in England that
- 14 material from the research facility in England should
- not go directly to B&W but instead should go to an
- 16 attorney, one can only assume that that attorney was
- 17 then expected to perform some kind of function
- 18 that -- that may have involved not all of the
- 19 material going on to Brown & Williamson, which is not
- 20 what I would expect an aggressive competitor who is
- 21 trying to get the maximum advantage out of the
- 22 research of the affiliated companies to do.
- MR. BLEAKLEY: Your Honor, I move to strike
- 24 that answer in its entirety. It's sheer speculation.
- THE COURT: The answer will stand.

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- 1 BY MR. GILL:
- 2 Q. Can you summarize for the members of the jury,
- 3 then, Professor Jaffe, the various roles played by
- 4 CTR, The Tobacco Institute, and the -- and the
- 5 lawyers of the industry in connection with the
- 6 suppression of unfavorable research information.
- 7 A. Well I think overall what we've seen is a
- 8 picture whereby these various parts of the industry,
- 9 the CTR, the TI, and then this group of lawyers which
- 10 was drawn from all of the companies, essentially were
- 11 engaged in a systematic effort to try to make sure
- 12 that smokers, consumers of cigarettes, did not
- 13 receive information that would tend to confirm their
- 14 fears about cigarettes, but instead would receive
- 15 this message that the controversy is still alive,
- that causation has not been proven, and that that
- 17 was, as I indicated, an aspect of this overall
- 18 agreement to suppress fundamental competition
- 19 relating to smoking and health.
- 20 Q. How did this prong, then, advance the goals of
- 21 that broader overall agreement?
- 22 A. Well I think that this particular aspect of the
- 23 conspiracy accomplished three things within the
- 24 broader objectives of the conspiracy. The first

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25 thing it did, obviously, was to prevent the demand STIREWALT & ASSOCIATES
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- 1 for existing cigarette products by -- from being
- undermined by greater understanding of the health
- 3 effects of cigarettes. Secondly, it would have
- 4 worked to suppress the demand for new products
- 5 because the demand for those new products would have
- 6 been triggered or increased if there had been more
- 7 understanding of the causal connection between
- 8 smoking and disease. And then the third thing it did
- 9 was it raised the height of the fence -- you remember
- 10 we -- we saw Dr. Mace in his memo talking about how,
- 11 when you developed a new product, if you were really
- 12 going to exploit that competitively what you'd have
- 13 to do is you'd have to have the guts to jump on the
- 14 other side of the fence in order to really exploit
- 15 that product, and by tying all the companies together
- 16 through CTR and the TI and strongly keeping them in
- 17 line with this party line, this industry position
- 18 that the controversy is alive and causation has not
- 19 been proven, it made it harder, it raised the height
- 20 of that fence. It made it more difficult. Any
- 21 company that was contemplating going on the other
- 22 side would have to not only explain their own past
- 23 association with this articulated position, but would
- 24 also have to then be arguing against the other
- 25 companies in the industry. And so what it did was STIREWALT & ASSOCIATES
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- 1 increase the chances that nobody in the industry
 - would decide that they were going to take that chance
- 3 and jump over to the other side.
- 4 Q. And did the work of the Committee of Counsel, in
- 5 your opinion, Dr. -- Professor Jaffe, comprise any
- 6 planks in this fence that had to be jumped?
- 7 A. Well clearly what the Committee of Counsel did
- $8\,$ $\,$ was -- it was a set of collective actions by the
- 9 companies of the industry, and what we've seen in
- 10 several of these documents was that they were
- 11 involved in determining and -- and ensuring what CTR
- 12 was doing as well as controlling what the companies
- 13 individually were doing in terms of what individual
- scientists would -- what actions they would take.

 Now the third prong of the overall conspiracy
- 15 Q. Now the third prong of the overall conspiracy
- 16 had to do with no warnings unless compelled by the
- 17 government; is that correct?
- 18 A. That's correct.
- 19 Q. All right. And did you pick out a -- a -- a
- 20 document that you have relied upon in support of that
- 21 opinion?
- 22 A. Yes, I did.
- 23 Q. All right. And is that Exhibit 13416?
- 24 A. Yes, it is.
- 25 MR. GILL: We'll offer 13416, Your Honor. STIREWALT & ASSOCIATES
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- 1 MR. BLEAKLEY: No objection.
- THE COURT: Court will receive 13416.
- 3 BY MR. GILL:
- 4 Q. All right. This is a letter on the stationery
- of the U.S. Department of Health and Human Services,
- 6 it's dated June 13, 1983, it's a letter addressed to
- 7 Mr. Kornegay, the chairman of The Tobacco Institute,
- 8 and it is from Edward Brandt, Jr., M.D., the
- 9 Assistant Secretary for Health; is that correct?
- 10 A. That is correct.
- 11 Q. And in the upper right-hand corner it indicates
- 12 that a copy of this letter to Mr. Kornegay has been
- 13 sent to Ernest Pepples, Esquire, at Brown &
- 14 Williamson.
- 15 A. Yes, it does indicate that.
- 16 Q. Do you understand that Mr. Pepples was the
- 17 general counsel of Brown & Williamson at that time?
- 18 A. Yes.
- 19 Q. Do you also understand that the -- that the
- 20 document was actually produced not from the files of
- 21 The Tobacco Institute, but from the files of Brown &
- 22 Williamson?
- 23 A. That's what it indicates at the top.
- 24 Q. All right. Would you explain the significance
- 25 of this letter, Professor Jaffe, with respect to your STIREWALT & ASSOCIATES
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- 1 opinions regarding warnings.
- 2 A. Yes. This is a letter from the government to
- 3 Mr. Kornegay at The Tobacco Institute on the subject
- 4 of warnings to appear on cigarette packs, and it
- 5 discusses in the letter the position that the
- 6 industry has collectively taken with respect to
- 7 warnings.
- 8 Q. It indicates in the second paragraph that there
- 9 was a first meeting in May of '83, and that Mr.
- 10 Kornegay apparently set forth certain conditions on
- 11 any new warning label, and then it lists those
- 12 conditions.
- 13 A. Yes.
- 14 Q. So Mr. Kornegay is setting conditions with
- 15 respect to the government's consideration of
- 16 warnings.
- 17 A. Mr. Kornegay is taking -- is laying out the
- 18 industry position on what those warnings should be,
- 19 yes.
- 20 Q. And is it your understanding that Mr. Kornegay
- 21 would be speaking for the membership of The Tobacco
- 22 Institute at that time?
- 23 A. Yes.
- ${\tt Q.}$ All right. And with respect to the conditions
- 25 that he set forth, number two relates to addiction; STIREWALT & ASSOCIATES
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- 1 does it not?
- 2 A. Yes. It says that the warnings should not use
- 3 the term "addiction."
- 4 Q. And number five indicates that any new warnings
- 5 should retain reference to the Surgeon General.

- 6 A. Yes, by indicating that the warning is coming
- 7 from the Surgeon General, and avoiding an implication
- 8 that the warning which is on the cigarette pack would
- 9 be coming from the tobacco company instead.
- 10 Q. The manufacturer of the product.
- 11 A. The manufacturer of the product, yes.
- 12 Q. In economic terms, what significance does it
- 13 have for the process of creative destruction if the
- 14 manufacturer of a product issues warnings with
- 15 respect to its use?
- 16 A. Well I think in the context of the agreement to
- 17 suppress competition, the concern was that a warning
- 18 that came from the tobacco companies themselves would
- 19 have greater credibility with smokers than a warning
- 20 from the government, and that was to be avoided.
- 21 Q. And if a manufacturer of any consumer product
- 22 admits through the publication of a warning in
- 23 connection with its product that there are hazards
- 24 attendant to the use of the product, what type of
- 25 stimulation does such a warning provide to the STIREWALT & ASSOCIATES
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- 1 process of creative destruction?
 - MR. BLEAKLEY: Your Honor, Mr. Gill is
- 3 leading again.
- 4 THE COURT: You are leading. Sustained.
- 5 BY MR. GILL:
- 6 Q. As an economist, Professor Jaffe, what are the
- 7 types of things that spur the process of creative
- 8 destruction with respect to the knowledge of a
- 9 manufacturer regarding its products?
- 10 A. Well in -- in this context in terms of the
- 11 smoking-and-health issue, as we've talked about, what
- 12 would spur creative destruction would be increased
- 13 demand by consumers for a new kind of product, and a
- 14 warning from the manufacturer indicating that the
- $15\,$ $\,$ product was harmful would tend to spur that demand.
- 16 Q. And the sixth condition cited with respect to
- 17 the earlier meeting is that the warnings should not
- 18 refer to specific diseases.
- 19 A. That's correct.
- 20 Q. Now a couple paragraphs down, Dr. Brandt from
- 21 the government indicates that the government has
- 22 accepted in essence the first five of Mr. Kornegay's
- 23 conditions; correct?
- 24 A. That is correct.
- 25 Q. But he indicates that the government cannot STIREWALT & ASSOCIATES
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- 1 agree with the lack of reference to specific
- diseases. And he states why?
- 3 A. Yes. He says, "To do so would, in my view, be
- 4 an abrogation of our responsibility to inform fully
- 5 the consumer of our current state of scientific
- 6 knowledge as to the health risks of cigarette
- 7 smoking."
- 8 Q. And then does Dr. Brandt indicate in the
- 9 following paragraph that he's made a second
- 10 proposal --

- 11 A. Yes.
- 12 Q. -- to Mr. Kornegay?
- 13 A. Yes, he does.
- 14 Q. All right. And with respect to the paragraph
- 15 that starts out, "Our second proposal," what was the
- 16 nature of that?
- 17 A. He says that that second proposal is consistent
- 18 with those goals and that they have also eliminated
- 19 all references to death as you requested in response
- 20 to our first proposal that was previously submitted.
- 21 Q. And then what does Mr. Brandt indicate in the
- 22 final paragraph?
- 23 A. It says, "In keeping with our discussion this
- 24 morning, we are willing to delete the reference to
- 25 habit-forming in our June 9 submission. However, we STIREWALT & ASSOCIATES
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- feel that the warning definitely needs to include
- 2 reference to specific diseases. Please let me know
- 3 if there is any flexibility in your stand on this
- 4 matter."
- 5 Q. Now Professor Jaffe, how did the collective
- 6 refusal of defendants to place warnings on their
- 7 products advance the goals of the conspiracy?
- 8 A. Well the agreement not to put on warnings unless
- 9 forced to do so by the government supported the
- 10 conspiracy in two ways; by, as we talked about a
- 11 minute ago, avoiding a situation in which the
- 12 manufacturer would be associated with the information
- 13 that the product was harmful, it reduced the chances
- 14 that smokers were going to turn away from existing
- 15 products and demand safer products, and in that way
- 16 it protected the existing position of the
- 17 manufacturers, and in addition, by undermining the
- 18 demand for safer products along with the other
- 19 components of the conspiracy, it generally suppressed
- 20 this competitive contest that might otherwise have
- 21 broken out and endangered the industry.
- 22 Q. All right. Professor, are you ready to move now
- 23 to a discussion of the fourth prong of the overall
- 24 conspiracy?
- 25 A. Yes.

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- 1 Q. In your review of the industry's internal
- 2 documents, did you find documents that support your
- 3 opinion that defendants conspired not to exploit
- 4 health concerns in connection with attempts to
- 5 develop safer cigarettes?
- 6 A. Yes.
- 7 Q. All right. Would you turn to Exhibit 11663. Is
- 8 this a document that you've relied upon in connection
- 9 with your opinions?
- 10 A. Yes.
- MR. GILL: We'll offer Exhibit 11663.
- MR. BLEAKLEY: No objection.
- 13 THE COURT: Court will receive 11663.
- 14 BY MR. GILL:
- 15 Q. All right. This is a document that was produced

- 16 from the files of Philip Morris; correct?
- 17 A. Yes.
- 18 Q. It's entitled "OPERATIONS DEPARTMENT
- 19 PRESENTATION TO PHILIP MORRIS BOARD OF DIRECTORS,
- 20 OCTOBER 28, 1964, RESEARCH AND DEVELOPMENT." Is that
- 21 correct?
- 22 A. That is correct.
- 23 Q. And do we know who the author is of this
- 24 document?
- 25 A. Yes. Dr. Wakeham at his deposition indicated STIREWALT & ASSOCIATES
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- 1 that he was the author of this document.
 - Q. Now in what way did this particular report
- 3 discuss the development of a safer cigarette?
- 4 A. Well on the very first page it describes -- this
- 5 is now in 1964 --
- 6 Q. Would this be in the last paragraph of that
- 7 page?

2

- 8 A. Yes, at the bottom --
- 9 Towards the bottom of the page, Dr. Wakeham
- 10 describes a sequence of events at Philip Morris. He
- 11 says, in the second -- beginning in the second
- 12 sentence of that paragraph, "Two years ago, in
- 13 anticipation of a health crisis to be precipitated by
- 14 the smoking and health report of the Surgeon
- 15 General's Committee, we, " meaning Philip Morris,
- 16 "undertook to develop a physiologically superior
- 17 product. For this we pioneered with the aid of two
- 18 competent outside biological laboratories in the
- 19 establishment of two new test methods involving the
- 20 effects of cigarettes" -- sorry -- "cigarette smoke
- 21 on (1) in vivo mucus flow and (2) respiratory
- 22 dynamics. Our strategy here was that if we could
- 23 define new acceptable criteria by which physiological
- 24 performance of a cigarette would be judged and then
- 25 develop a product or products meeting these criteria, STIREWALT & ASSOCIATES
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- 1 we stood an excellent chance of having our product be
- 2 best in the market and receive valuable outside
- 3 endorsement."
- 4 Q. And then did Dr. Wakeham go on to describe in
- 5 the next paragraph what Philip Morris did accomplish
- 6 in connection with this project?
- 7 A. Yes. He says, "With these tests as criteria, we
- 8 did put together a charcoal filter product with
- 9 performance superior to anything in the marketplace.
- 10 That product was known as Saratoga. Physiologically
- 11 it was an outstanding cigarette. Unfortunately then
- 12 after much discussion we decided not to tell the
- 13 physiological story which might have appealed to a
- 14 health conscious segment of the market. The product
- 15 as tested" -- sorry -- "The product as test marketed
- 16 didn't have good taste and consequently was
- 17 unacceptable to the public ignorant of its
- 18 physiological superiority."
- 19 Q. Is that report on the decision of Philip Morris
- 20 with regard to the marketing of the Saratoga

- 21 cigarette consistent or inconsistent with your
- 22 opinion regarding the prong of the conspiracy
- 23 relating to an unwillingness to exploit for
- 24 competitive purposes safer products in a manner
- 25 relying on health fears?

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- 1 A. Well it's consistent. At least as described
- 2 here by Dr. Wakeham, Philip Morris had a product
- 3 which they believed, based on scientific tests that
- 4 they had done, was physiologically superior to the
- 5 products on the market at the time, but they
- 6 concluded that they couldn't tell that story, that
- 7 physiological story and because telling that story
- 8 would have relied on health fears to -- to exploit
- 9 the product, and as a result the product was test
- 10 marketed but not tested successfully because, as Dr.
- 11 Wakeham indicates, the public was ignorant of its
- 12 physiological superiority.
- 13 Q. Did you find any other documents in any of the
- 14 files of the other defendants who produced documents
- in this case in which there were attempts made to
- 16 develop a safer cigarette?
- 17 A. Yes.
- 18 Q. Would you turn to Exhibit 11942, please.
- 19 Is this a document that you've relied upon in
- 20 support of your opinions?
- 21 A. Yes.
- MR. GILL: We'll offer Exhibit 11942, Your
- Honor.
- MR. BLEAKLEY: No objection.
- THE COURT: The court will receive 11942.

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- 1 BY MR. GILL:
- 2 Q. This is a document produced from the files of
- British-American Tobacco Company Ltd.?
- 4 A. That's correct.
- 5 Q. And it's from the research and development
- 6 establishment at Southampton?
- 7 A. Yes.
- 8 Q. And it indicates down below that that it's a
- 9 confidential report, property of British-American
- 10 Tobacco Company.
- 11 A. Yes.
- 12 Q. All right. If you go to the next page, what is
- 13 the subject matter of the report that's contained
- 14 there?
- 15 A. It says "NICOTINE ADMINISTRATION: ARIEL SMOKING
- 16 DEVICES."
- 17 Q. All right. And it gives the date of the report?
- 18 A. Yes, which would be August 2nd, 1966.
- 19 Q. Based upon the European system.
- 20 A. The British system, yes.
- 21 Q. And the authors are --
- Do you see any familiar names there?
- 23 A. Well Dr. Hughes, a Mr. Hook, Nicholl and Willis.
- Q. And the report was issued by Dr. D. G. Felton?
- 25 A. Oh, yes, right.

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- 1 Q. Now if you'd go to Bates stamp page 892, we have
- 2 here a discussion of this nicotine administration
- 3 ARIEL smoking device.
- 4 A. Yes. It says, "Project ARIEL was a research
- 5 topic aimed at the development of a smoking device
- 6 from which a smoker can receive, in suitable form,
- 7 sufficient nicotine to give satisfactory
- 8 physiological and psycological responses,
- 9 unaccompanied by the products of combustion and
- 10 pyrolysis associated with normal cigarette smoking."
- 11 Q. And does this report indicated the nature of the
- 12 different product design that ARIEL involved?
- 13 A. Yes, it does.
- 14 Q. All right. If you'd turn the page, about
- 15 halfway down there's a section "Present Position."
- 16 A. Yes.
- 17 Q. See that?
- 18 Is it basically reporting on the status of this
- 19 developmental product at that time?
- 20 A. Yes. It says, "ARIEL cigarettes have been
- 21 assembled which will enable the smoker to obtain a
- 22 required amount of nicotine with or without cigarette
- 23 smoke. Two which show promise are described below,"
- 24 and then there's a drawing of one of the versions
- 25 that's referred to as a "Simple ARIEL with a STIREWALT & ASSOCIATES
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- 1 Frangible Tube."
- Q. And then two pages later at 985, does it show
- 3 the design for the other version of the ARIEL
- 4 cigarette?
- 5 A. Yes. This is described as the Composite ARIEL
- 6 with a Frangible Tube" and has a slightly different
- 7 design, including a different kind of filter that is
- 8 not on the other design.
- 9 Q. To your knowledge, and based upon your review of
- 10 the documents, was this particular cigarette ever
- 11 marketed by British-American Tobacco Company or any
- 12 of its affiliates?
- 13 A. No, it was not.
- 14 Q. Whatever became of this project, as best you
- 15 could tell from reviewing the internal documents of
- 16 BATCo?
- 17 A. The documents I've been able to find do not
- 18 explain why the project was terminated. There's a
- 19 sequence of documents through the '60s, the last
- 20 reference to it is sometime in the late 1960s, and
- 21 then there's no further information.
- 22 Q. Did you find other attempts to develop a safer
- 23 cigarette based upon your review of the documents?
- 24 A. Yes.
- 25 Q. If you'd go to Exhibit 11523. Is this one of STIREWALT & ASSOCIATES
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the documents you've relied upon in support of this

- portion of your opinion?
 A. Yes.
- 4 MR. GILL: We'll offer Exhibit 11523, Your
- 5 Honor.
- 6 MR. BLEAKLEY: No objection.
- 7 THE COURT: Court will receive 11523.
- 8 BY MR. GILL:
- 9 Q. Now this is a document produced from the files
- 10 of Liggett; is that correct?
- 11 A. Yes, that's correct.
- 12 Q. And we've got an indication in the upper
- 13 right-hand corner of the name of a Mr. Africk?
- 14 A. Yes.
- 15 Q. We've got a date in the upper left-hand corner.
- 16 Can you read that date?
- 17 A. Yes, I believe it's January 25th, 1979.
- 18 Q. And then there's a reference to "OPENING." Now
- 19 what is being discussed on the first page of this
- 20 document, professor?
- 21 A. It says, "In order to better explain the
- 22 significant importance of our XA project, we have
- 23 asked Dr. Mold, our assistant director of research,
- 24 to record his scientific review of this project. I
- 25 would like to play this for you."

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- 1 Q. So is it your understanding that this document
- 2 then sets out what it was that Mr. -- that Dr. Mold
- 3 had to say to the board of directors in connection
- 4 with this XA project?
- 5 A. Yes, that is my understanding.
- 6 Q. Okay. If you turn to Bates stamp page 591,
- 7 please, Dr. Mold explains the purpose of the project
- 8 there?
- 9 A. Yes.
- 10 Q. Can you comment on that, please.
- 11 A. It says, "To introduce a major new brand into
- 12 the U.S. market that will strengthen Liggett & Myers
- 13 and make an important contribution to its future
- 14 growth and profits.
- "To introduce a product offering with a
- 16 significant and appealing consumer point of
- 17 difference to any cigarette currently marketed."
- 18 He states the objective is "To achieve a 1.6
- 19 SOM," or share of market, "after 12 months." And
- 20 then on this copy it's been written in that that
- 21 "Equates to approximately 10 billion units. In
- 22 excess of 150 million gross dollar business."
- 23 Q. Does this appear to be a significant objective?
- 24 A. Yes. This was expected at this time to be a
- 25 significant product.

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- 1 Q. Based upon your review of the documents, what
- 2 was happening to Liggett's market share at the time
- 3 of the late '70s?
- 4 A. Liggett's market share generally was declining
- 5 at this time.
 - Q. And with regard to the reference to a "consumer

- 7 point of difference, " does that terminology have any
 - 8 impact with respect to the process of creative
- 9 destruction?
- 10 A. Yes. What this indicates is that this would
- 11 have been a distinctly different product from the
- 12 ones on the market at the time, the kind of
- 13 potentially important long-term innovations that we
- 14 would expect the process of creative destruction to
- 15 bring forth.
- 16 Q. On the next page of this exhibit, does Dr. Mold
- 17 set forth the strategy to capitalize on this project?
- 18 A. Yes.
- 19 Q. All right. Directing your attention to the
- 20 third item, "To position XA as a major new
- 21 breakthrough product to smokers who are concerned
- 22 about the smoking controversy." Does that confirm
- 23 your earlier indication that Liggett regarded this
- 24 matter as a significant developmental project?
- 25 A. Yes.

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- 1 $\,$ Q. All right. What else does Dr. Mold have to say
- 2 with respect to strategy on this page as it might
- have any impact whatsoever with pursuing the process
- 4 of creative destruction?
- 5 A. Well he goes on to say that they're going to
- 6 "capitalize on a heavy and sustained, hard-hitting PR 7 program that:
- 8 "Generates high-level of immediate awareness
- 9 concerning the consumer point of difference."
- And he says it's going to present the "XA story
- in a complete and forthright way, communicating
- 12 clearly that while Liggett does not believe that
- 13 mouse-painting tests apply to humans, Arthur D.
- 14 Little's replication of the original mouse-painting
- tests demonstrates our discovery of an effective
 means of treating 'tars' that reduce carcinomas,"
- 17 that is, cancerous tumors, "by 70 to a hundred
- 18 percent on mice."
- 19 Q. So Dr. Mold is suggesting that this
- 20 project -- or this product is a significant
- 21 breakthrough, and it's his suggestion strategy-wise
- 22 that the public be told about that?
- 23 A. Yes.
- 24 Q. Now did you find other documents from Liggett
- 25 that reflect what occurred with regard to this

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- 1 project?
- 2 A. Yes.
- 3 Q. If you'd turn to 11513, please. Is this one of
- 4 the documents that you've relied upon in forming your
- 5 opinions?
- 6 A. Yes.
- 7 MR. GILL: We'll offer Exhibit 11513, Your
- 8 Honor.
- 9 MR. BLEAKLEY: No objection.
- 10 THE COURT: Court will receive 11513.
- 11 BY MR. GILL:

- 12 Q. This document was also produced from the files
- of Liggett; is that correct, Dr. Jaffe?
- 14 A. Yes.
- 15 Q. It is marked "CONFIDENTIAL" and it indicates
- 16 that it concerns some initial observations on the
- 17 patented cigarette project, and then it provides a
- 18 background of the project.
- 19 A. That's correct.
- 20 Q. Now in the second paragraph on that first page,
- 21 is there further information concerning the nature of
- 22 this breakthrough cigarette that Liggett is
- 23 attempting to develop?
- 24 A. Yes. It says, "The new Liggett cigarette
- 25 manufacturing process consists of treating STIREWALT & ASSOCIATES
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- 1 conventional tobacco with palladium and nitrates.
- 2 Liggett has also successfully developed a special
- 3 filter to use with tobacco processed in this manner.
- 4 The filter incorporates a specially treated active
- 5 charcoal, the principal purpose of which is to remove
- 6 irritant constituents of smoke and thereby to reduce
- 7 toxicity. It also reduces nitrate emissions to
- 8 normal levels."
- 9 Q. Then it goes on to indicate that "Testing of
- 10 various cigarettes is now in its final phase to
- 11 produce maximum taste acceptability and also to
- 12 determine whether tumor incidence in test rats and
- 13 mice can be virtually eliminated."
- 14 A. Yes.
- 15 Q. Now does the memo go on to discuss which
- 16 compounds in cigarette smoke Liggett was attempting
- 17 to target with regard to this project?
- 18 A. Yes, it does.
- 19 Q. If you turn the page, down at the very bottom of
- 20 page two of this memo, what does it say in that
- 21 regard at the bottom of page two?
- 22 A. It says, "It was shown that the tumor-causing
- 23 activity of cigarette smoke condensate is primarily
- 24 initiated by polycyclic aromatic hydrocarbon
- 25 fraction," or PCAH, "fraction of the condensate. A STIREWALT & ASSOCIATES
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- 1 polycyclic aromatic hydrocarbon is a multi-ring
- molecule containing carbon, hydrogen, and oxygen; it
- 3 is produced by the combustion of tobacco."
- 4 Q. And then in the following paragraph on page
- 5 three, does the author indicate what this substance,
- 6 palladium, has got to do with targeting the
- 7 polycyclic aromatic hydrocarbons?
- 8 A. Yes. Down -- sort of the middle of that long
- 9 paragraph it says, "Palladium, an inert metal,
- 10 apparently inhibits the formation of PCAH molecules
- 11 by blocking molecular linkages of carbon, hydrogen,
- 12 and oxygen."
- 13 Q. Does the author then go on to discuss some of
- 14 the obstacles that the company faces in connection
- 15 with this project?
- 16 A. Yes, it does.

- 17 Q. Could you turn to page seven. The author deals
- 18 with the potential regulatory obstacles to the
- 19 palladium cigarette program?
- 20 A. Yes.
- 21 Q. What does he report in that regard?
- 22 A. Well he indicates that they had potential
- 23 concern. It says, "Despite the promise of
- 24 significant public benefits which could result from
- 25 the use of the patented cigarette manufacturing STIREWALT & ASSOCIATES
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- 1 process, Liggett could encounter serious difficulties
- 2 in the marketing and in the advertising of
- 3 palladium-treated cigarettes. Either the Federal
- 4 Trade Commission ('FTC') or the Food and Drug
- 5 Administration ('FDA') or both, might attempt to
- 6 prevent Liggett from advertising the
- 7 non-carcinogenicity or non-tumorigenicity of the
- 8 product without Liggett's first demonstrating the
- 9 cigarette's effectiveness to the agencies'
- 10 satisfaction."
- 11 Q. All right. And then on the next age, is there
- 12 further discussion with respect to potential
- 13 regulation by the FTC?
- 14 A. Yes, there is.
- 15 Q. Looking at the last paragraph on that page, what
- 16 does the author indicate with regard to that?
- 17 A. It says --
- 18 The author says, "Whether the Commission could
- in fact issue such an order," and he's been talking
- 20 about an order that would prohibit Liggett from
- 21 marketing the product, he says, "Whether the
- 22 Commission could in fact issue such an order and
- 23 whether a court would uphold the order would depend
- 24 upon whether Liggett's claims for the product were
- 25 misleading or deceptive in any way."

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- 1 Q. What's your interpretation of that language?
 - A. Well what the author seems to be saying is that
- 3 the issue that they would face with respect to the
- 4 FTC was that they couldn't market the product in a
- 5 way that was false or misleading, they would have to
 - figure out a way to market it that the FTC would not
- 7 determine to be false and misleading.
- 8 Q. And that would require what type of data in
- 9 support of claims?
- 10 A. Well if you --
- 11 You would have to have scientific information
- 12 that would be valid and could be demonstrated to be
- 13 valid that could be presented to consumers so that
- 14 you were not possibly making a claim that was false
- 15 or misleading.
- 16 Q. And have we seen indication that Liggett was
- 17 attempting to develop that very type of data?
- 18 A. Yes, in fact they were.
- 19 Q. Now if we go to page 14 of this memorandum, does
- 20 the author provide some concluding observations with
- 21 respect to this issue of potential FTC regulation?

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Yes. In the first paragraph there of the
23 conclusion, the author says, "As the foregoing brief
24 and preliminary discussion underscores, there are
25
    substantial regulatory obstacles to the marketing and
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    advertising of a cigarette produced pursuant to the
1
    patented technology. However, they are not
 3 insurmountable."
4 Q. Now did Liggett's lawyers get involved in this
   project?
5
    A. Yes.
 6
        Would you turn to Exhibit 11482, please. Is
    Q.
7
8
   this a document that you've relied upon in support of
   your opinions, Professor Jaffe?
9
10 A. Yes.
11
              MR. GILL: We'll offer Exhibit 11482.
              MR. BLEAKLEY: No objection.
12
13
              THE COURT: Court will receive 11482.
        We'll take just a 10-minute recess.
14
              MR. GILL: Fine, Your Honor.
15
16
              (Recess taken.)
17
              THE CLERK: At this time court will recess
18 and reconvene tomorrow morning at 9:30.
19
             (Recess taken.)
20
21
22
23
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25
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